



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Vice President – Commercial</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Home-Based
<b>Team Leader Role</b>	General Manager – Commercial, US ODC
<b>Role Level</b>	3A
<b>Team Members</b>	Yes
<b>Role Purpose</b>	
<p>Key leader of the WG&amp;S USA Commercial team with direct responsibility for overseeing and managing the assigned WG&amp;S Distributor relationship and motivating/managing the capability development for the assigned division of internal commercial sales professionals.</p> <p>The VP – Commercial will be the main decision maker and point of contact for the assigned distributor business. Responsibilities of leading joint business planning process, setting annual financial targets, and defining/implementing all initiatives required to deliver the targets including pricing strategy, sales incentives &amp; programs, and regional marketing activities aligned with the WG&amp;S commercial calendar.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Key member of the Commercial Leadership Team that will help drive the commercial vision &amp; mission in service of delivering the WG&amp;S USA \$1 billion NSV ambition.</li><li>• Works with Division Sales team and Distributor/broker senior management in the development of business plans for covered markets. Guides the pre-planning/budgeting of all WG&amp;S activity in the market, including volume planning, spending initiatives, and KPI objectives. Ensures senior distributor/broker management commitment to WG&amp;S goals and initiatives.</li><li>• Motivates divisional Sales team to achieve WG&amp;S volume targets and sell-through objectives (RTC, MES - POS, merchandising, drink lists, brand promotion etc.) in the market.</li><li>• Builds individual-specific development plans designed to build the functional and leadership capabilities within their team ultimately resulting in a high-performing team that accomplishes WG&amp;S objectives.</li><li>• Defines and determines pricing strategy in the divisions to ensure WG&amp;S capitalizes on its market position and brand strength to deliver strong NSV growth annually.</li><li>• Key contributor to S&amp;OP / Forecasting process owning the financial forecasts for their divisions and providing accurate inputs into supply chain.</li><li>• Works cross functionally and is an influential voice in defining WG&amp;S initiatives.</li><li>• Assesses and supports development of long-term strategic plans with a focus on sustainable profit and growth on our brands ensuring a disproportionate focus on our portfolio over the 5 year plan.</li><li>• Maintains and analyzes division/region performance in order to ensure WG&amp;S goals are achieved. Routinely analyzes distributor/broker execution performance as well as gauging competitive activity in the market.</li></ul>	