



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Country Manager (Commercial) – Malaysia & Vietnam
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Malaysia
Team Leader Role	Area Director - Thailand, Malaysia & Vietnam
Role Level	3B
Team Members	Yes
Role Purpose To deliver the company and Southeast Asia regional objectives by driving the development of WG&S brands across Malaysia and Vietnam. Partnering the Distribution partner(s) to deliver all commercial objectives including the execution of route-to-consumer plans, brand activation and execution standards. The role will identify potential channels for growth and build long-term sustainable profit streams in conjunction with Distributor partners.	
Accountabilities • Manage and deliver the Malaysia and Vietnam commercial KPIs, ensuring sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value. • Manage an effective third-party distribution partner network. Manage and effectively track depletion and stock in trade levels, investment allocations, innovation, and activation prioritisation for both the Malaysia and Vietnam markets. • Implement and execute the distributor network approach helping build in-market RTC plans and building distributor capabilities as appropriate. Manage the deployment of global tools to help the distributor network embed business fundamentals. • Own the commercial execution of brand plans, in conjunction with the Area Director and Head of Marketing – SEA, transferring responsibility to the distribution network for implementation, and holding them accountable on a monthly and quarterly basis. • Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines. • Maximising efficiency of WG&S commercial investment. Effectively measure and evaluate the effectiveness of WG&S Customer Discount spend with the goal to consistently improve return on investment and net revenue management principles • Partner with the Regional and Local Marketing teams to develop insights-led understanding of markets trends, shoppers, competitors, customers, to inform commercial decisions and drive superior growth. • Build strong relationships and networks across the business, group and third parties and with individuals and global/ head office teams as well as global industry in order to identify, evaluate and exploit opportunities to improve performance and customer excellence.	
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