

## ROLF PROFILE

Role Title	Manager – RTC Data Stewardship
Business Unit / Group Function	US ODC
BU Team / Sub-Function	Commercial
Location	NYO
Team Leader Role	Director – RTC Systems & Decision Support
Role Level	4B
Team Members	No

## **Role Purpose**

Responsible for ensuring the accuracy, integrity, and usability of internal and third-party commercial data across the organization. Plays a critical part in validating and harmonizing data from multiple pipelines and supporting cross-functional teams with reliable data for business decisions. This position will serve as the central point of accountability for maintaining data credibility and hygiene.

## **Accountabilities**

- Partner with GTS to validate and align data from internal and third-party systems (Greatvines, VIP, TDLinx, Spectra) to ensure seamless integration into dashboards and reporting environments.
- Conduct audits, investigate and resolve discrepancies in third-party distributor, retail, and sales performance data
- Establish a cadence for validation with third-party distributor partners to ensure in-tact data transmissions and harmonize data inputs with data outputs.
- Build, maintain, and enhance dashboards that deliver actionable insights to commercial, marketing, and executive stakeholders.
- Manage the lifecycle of internal and external survey data, ensuring completeness and usability for business analysis.
- Own the upkeep of key performance indicators (KPIs) across markets, channels, and brands.
- Support ongoing data migration projects and support Commercial Academy roll-out and trainings.
- Maintain data mapping documentation and establish standardized data definitions.
- Define and uphold governance protocols to protect data credibility across commercial applications.
- Partner with Global Analytics team to develop and maintain global dashboards, scorecards, reports and other tools to facilitate data accessibility and understanding across the organization.
- Serve as the go-to data expert for internal stakeholders including GTS, Commercial, and Marketing; and third-party distributor partners—bridging gaps between technical data and commercial needs.