



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Sales Planning Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial / Sales
Location	Seoul, Korea
Team Leader Role	Head of Sales
Role Level	4A
Team Members	Yes
Role Purpose	
<p>The role provides sales planning for organisation to deliver sale performance against target. The role leads and drives Plan-Do-See process as well as key action planning to deliver or improve shipment, depletion and market share for business. The role also involves managing performance of key outlet interventions, managing product allocation, and also coordinating with SCM for volume consensus process.</p>	
Accountabilities	
<ul style="list-style-type: none">• Lead and manage the development, implementation, and execution of sales plans (including new Brand/SKU launches), including the allocation of targets by brand, geography, and channel to ensure delivery of sales targets.• Lead and manage demand and volume planning to ensure right stock allocation and maximisation of NSV through NRM and volume share with the right market mix in line with brand market prioritisation & commercial targets.• Lead and drive the Commercial Operating Rhythm and S&OP cycle including meetings with the leadership team, organising commercial monthly/weekly SLT and regional cycles, commercial scorecard reviews, with action plans and follow up tracking of actions from FPRs to ensure an embedded continuous improvement process across commercial performance and forecast accuracy.• Manage all commercial sales data including shipment, depletion, market share and market insight, reviewing data against insight from the Sales Team and ensure accurate analysis of sales trends, competitor, and customer activity.• Translate commercial data and analysis into identifiable opportunities and develop actionable insight and key action planning in alignment with RTC objectives to optimise sales.• Collaborate closely with the Finance team to review M&E of CD investments to ensure maximisation of ROI, driving increased output of investments and deliver continuous efficiency and optimisation for overall trade spends.• Work closely with Supply Chain and Shopper Marketing for consensus volume forecast and consolidation (Monthly, Quarterly).	



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