## ROLE PROFILE

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| **Job Title** | **Head of Commercial Finance** |
| **Business Unit / Group Function** | ODC BU |
| **BU Team / Sub-Function** | Finance |
| **Location** | Shanghai |
| **Team Leader**  | Head of Finance, China |
| **Team Members** | Yes |
| **Job Level** | 3B |
| **Role Purpose** The Head of Commercial Finance supports the financial performance and strategic growth of the market by ensuring strong commercial and financial analysis, a robust control environment, and a strong focus on driving financial performance and effectiveness. This role manages financial planning, analysis, forecasting and reporting, delivering value-added insights whilst driving alignment with BU and Global objectives teams to maximise profitability and revenue generation in support of business objectives.   |
| **Accountabilities**1. Partner with the local market leadership team and functional teams (particularly commercial and marketing) to shape business decisions and drive growth through commercial, brand and financial objectives
2. Lead financial planning and analysis including budgeting, forecasting, variance analysis across, including the preparation of monthly/quarterly/annual reports to deliver P&L analysis and effective cost management measures
3. Identify and assess risks, issues, trends and opportunities, providing financially focused business insight and analysis to support commercial business decision making
4. Partner with cross-functional teams to deliver in-depth profitability and margin analysis across product mix, channels and customer segments to guide and influence management strategies to enhance commercial performance
5. Ensure adherence to financial policies, regulations and reporting standard, maintaining robust financial controls, mitigate risk, and ensure compliance
6. Drive continuous improvement particularly in Measurement & Evaluation, primarily across CD and A&P spend by developing new tools and embedding a culture of pre-and post evaluation as standard to ensure our investments provide the strongest returns
7. Build relationships that enable interaction across functions to ensure collaboration within the teams delivering a consistent approach to planning, modelling and processes in line with WGW
8. Maintain a knowledge of market specific dynamics, industry change and priorities across the local market
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| **Created by:** | Shayne Goh |
| **Creation Date:** | 8/11/2024 |
| **HRBP:** |  |
| **Date of last revision:** |  |