



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Commercial Strategy Manager
Business Unit / Group Function	ODC- WG&S Korea
BU Team / Sub-Function	Commercial / Sales
Location	Seoul, Korea
Team Leader Role	Head of Sales
Role Level	4A
Team Members	Yes
Role Purpose Lead Route To Consumer (RTC) and manage all aspects of RTC including but not limited to Sales Force Automation, Collage and Coverage, Execution Standards, Growth Drivers, M&E, Channel Segmentation & Classification, Sales Capabilities, Geographic Prioritization, Commercial Data Management and Sales Operation. In addition, develop and steer commercial strategy/trade activation as aligned with the company direction and ensure seamless planning and execution in delivering business objectives by collaborating with local and global teams.	
Accountabilities <ul style="list-style-type: none">• Lead and manage development and implementation of RTC as a sustainable framework and business structure in the market.• Responsible for development and control of commercial strategy and trade activations strategy based on analysis of commercial data, consumer/customer insights and market intelligence.• Optimize efficiency of sales operation by developing new processes, tools, standards, and ways of working.• Effectively communicate and coordinate with global RTC and Commercial functions to develop optimised commercial strategies and processes.• Apply prioritisation on commercial strategy by channel / outlet type / customer / geography.• Supervise and lead the team to accomplish annual SFA and RTC objectives, define and embed configuration and development needs for the market and maintain stable operation.	
Created by:	N/A
Creation Date:	17 December 2021
HRBP:	N/A
Date of last revision:	8 August 2023