



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Vice President – Commercial
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-Based
Team Leader Role	Chief Commercial Officer, USA
Role Level	3A
Team Members	Yes
Role Purpose Key leader of the WG&S USA Commercial team with direct responsibility for overseeing and managing the assigned WG&S Distributor relationship and motivating/managing the capability development for the assigned division of internal commercial sales professionals. The VP – Commercial will be the main decision maker and point of contact for the assigned distributor business. Responsibilities of leading joint business planning process, setting annual financial targets, and defining/implementing all initiatives required to deliver the targets including pricing strategy, sales incentives & programs, and regional marketing activities aligned with the WG&S commercial calendar.	
Accountabilities • Key member of the Commercial Leadership Team that will help drive the commercial vision & mission in service of delivering the WG&S USA \$1 billion NSV ambition. • Works with Division Sales team and Distributor/broker senior management in the development of business plans for covered markets. Guides the pre-planning/budgeting of all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Ensures senior distributor/broker management commitment to WG&S goals and initiatives. • Motivates divisional Sales team to achieve WG&S volume targets and sell-through objectives (RTC, MES - POS, merchandising, drink lists, brand promotion etc.) in the market. • Builds individual-specific development plans designed to build the functional and leadership capabilities within their team ultimately resulting in a high-performing team that accomplishes WG&S objectives. • Defines and determines pricing strategy in the divisions to ensure WG&S capitalizes on its market position and brand strength to deliver strong NSV growth annually. • Key contributor to S&OP / Forecasting process owning the financial forecasts for their divisions and providing accurate inputs into supply chain. • Works cross functionally and is an influential voice in defining WG&S initiatives. • Assesses and supports development of long-term strategic plans with a focus on sustainable profit and growth on our brands ensuring a disproportionate focus on our portfolio over the 5 year plan. • Maintains and analyzes division/region performance in order to ensure WG&S goals are achieved. Routinely analyzes distributor/broker execution performance as well as gauging competitive activity in the market.	