

ROLE PROFILE

Role Title	Vice President – Commercial Planning & Execution
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	New York, NY
Team Leader Role	General Manager, Commercial US ODC
Role Level	3A
Team Members	Yes

Role Purpose

The VP of Commercial Planning & Execution is a senior member of the USA Commercial leadership team and is responsible for working closely with the commercial organization and our distributor network to develop and implement strategic plans that drive revenue growth, market share gains, and increased profitability.

The role will have responsibility for commercial planning, division marketing, shopper marketing, category & customer development, as well as net revenue management to ensure consistency of strategy and full alignment to a singular process that is aligned against the same set of priorities. The role will collaborate across these teams, other functions, and our distributor/retailer network to ensure alignment and clarity against our objectives.

Accountabilities

- Fully own and deliver a new and evolved commercial planning process with internal stakeholders and external distributors to make sure our brand priorities, new product innovations and key KPI's are represented in annual plans delivered in full to key distributor and retailer timelines.
- Own the relationship with the range of senior key distributor supplier teams and be the conduit for all information in and out of these organizations, cascading and communicating updates to the commercial teams and wider organization where required. Ensure that all distributor partners are crystal clear on our quarterly plan and objectives through Quarterly Business Plan (QBP) process.
- Identify and lead our key Commercial projects having the 5YP and budget strategies in mind as the roadmap.
- Work closely with RTC & Decision support team to define, establish, and track KPIs to assess performance of both commercial partners and internal sales team members. Analyze performance data and drive insights into actions.
- Lead, motivate and develop a high performing commercial planning and commercial execution team, capable of delivering against channel / account and brand strategies to win at both point of purchase and point of consumption.
- Influence and provide insight to enable Channel Heads to drive customer development practices through the prioritisation of brands, customers and activities to achieve maximum efficiencies and impact.
- Support deployment, tracking and aligned spend on the LMF fund by region and distributor. To ensure the LMF spend fits with key brand strategies and is deployed consistently across regions with execution campaigns that build on budget and 5-year plan requirements.
- Complete M&E on all major spend types and activities. Provide recommendation on optimal allocation of resources by geography and spend type. Redefine best in class processes for key spend types including POS, Sampling and Incentives.
- Lead strategic vision and implementation of Local Activation Management process and oversight.
- Influence and work alongside senior marketing leads to co-ordinate timings, assets and delivery of brand events and activations across all channels of trade (at the same time) to achieve greater impact and message consistency in the eyes of both the shopper and the consumer.
- Lead, with key internal functions, the commercial strategy, internal planning process and implementation of relevant market NPD. Ensuring it is fit for purposes, aligned KPIs agreed in advance and a compelling insight led customer plans are in place to achieve agree targets.