



ROLE PROFILE

Role Title	Commercial Finance Manager
Business Unit / Group Function	Central Services, BBU
BU Team / Sub-Function	Finance
Location	Singapore
Team Leader Role	Head of Finance – SEA
Role Level	4A
Team Members	No
Role Purpose	
<ul style="list-style-type: none"> • Partner closely with the business to drive and challenge decision makings to reach commercially sound consensus for maximising company profits and growth. • Embed a Business Performance Review culture and through processes that provide quality tracking on all aspects of business performance – including but not limited to financial performance & analysis, channel and trade performance and brand performance. • Provide direction and recommendations to drive business performance across the value chain. • Manage Customer Discount and A&P investment through solid processes in evaluation and review to ensure transparency and efficiency. • Work with the Country Manager to drive predictability in the business, ensuring high accuracy in the volume and overall FYE (Full Year Estimate). • Work with external partners to ensure statutory requirements are submitted accurately and in a timely manner. • Embed and enforce business controls within the business, in line with both internal and external guidelines. 	
Accountabilities	
<ul style="list-style-type: none"> • Coordinate total company budgeting process including submission to region/global. • Drive the monthly forecasting process, ensuring consistency across the operating rhythm (S&OP, Cycle Planning, Business Performance Management, FYE and R&O). • Develop Business Performance Review agenda/process including monthly reports, depletion and trade stock analysis, LE's and Budget variance analysis to ensure timely and effective decisions. • Coordinate A&P and Customer Discount investment processes to ensure the goal delivery of budgets and commercial plans. • Implement and lead the M&E process to drive A&P effectiveness. Leverage learning to support Sales & Marketing functions develop robust Marketing and Commercial plans. • Develop processes to drive insightful performance analysis such as customer profitability, trade term and channel investment analysis. • Input and support to all pricing (value chain), customer trade terms, and trade promotion decisions. • Input and support to all A&P investment decisions and metrics. • Ensure proper controls and compliance across the business. • Drive the Risk and Opportunity conversation within the market. 	