



Job Title	VP Commercial Planning & Execution
Business Unit	ODCBU
Function/Region	Commercial/US
Location	New York, NY
Leader	President & Managing Director
People Leadership	Yes
Job Level	3A
Role Purpose The VP of Commercial Planning & Execution is a Senior Member of the USA Commercial and Marketing leadership teams and will lead the commercial annual business planning cycle to deliver an aligned and effective annual plan across all channels of business. This cycle will need to fit with the timeline of the key distributors and retailers in market, synergising with an evolved brand planning timeline. The role will have responsibility for bringing together currently disparate parts of the organization in commercial planning, commercial/regional execution and trade marketing to ensure consistency of strategy and full alignment to a singular process that is aligned against the same set of priorities. Additionally, the role will be the major linchpin for key organizational initiatives of the William Grant Way with specific ownership of a Route to Consumer project.	
Responsibilities <ul style="list-style-type: none">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.Identify and lead our key Commercial projects having the 5YP and budget strategies in mind as the roadmap.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.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.To drive and embed the 'Route to Consumer' work across the commercial organization and within distributors and support the Head of RTC in the ongoing evolution and measurement of the program.Prioritise spend and resource, to continue to develop emerging channels of focus in Meta Luxury and across the digital arena. Aligned to global E-Commerce and Meta development projects, ensure WG&S increase our share of sales across these two key development channels.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.To 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.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 agreed targets.	

Role specific competencies and skillset:

Deciding and Initiating Action <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative, acts with confidence and works with key stakeholders throughout • Initiates and generates activity 	Presenting and Communicating Information <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility
Persuading & Influencing <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others 	Delivering Results & Meeting Customer Expectations <ul style="list-style-type: none"> • Focuses on customer needs and satisfaction • Sets high standards for quality and quantity • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals.
Formulating Strategies and Concepts <ul style="list-style-type: none"> • Works strategically to realise organisational goals • Sets and develops strategies • Identifies, develops positive and compelling visions of the organisation's future potential • Takes account of a wide range of issues across, and related to, the organisation. 	Entrepreneurial and Commercial Thinking <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value.

Company values



BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products



Skills, Qualifications and Experience

- College degree or MBA preferred
- Proven leadership record of championing people management and development Strong leadership and coaching skills – highlighting the ability to “deliver through others”.
- Working knowledge of the US markets based on direct personal experience in alcohol beverage or consumer package goods segments.
- 8-10 years of experience working in trade marketing, commercial planning or related field sales leadership roles
- Working knowledge of all channels of trade across US market (On & Off Premise/E-comm)
- Clearly demonstrates strategic thinking and the ability to create strategic plans, prioritising choices where appropriate.
- Ability to be adaptable and manage a demanding workload, prioritising effectively.
- Comprehensive understanding and working knowledge of brand building with the ability to balance commercial delivery.
- Deep understanding of the Customer and Channel landscape and a close appreciation of Customer management and value chains.
- Strong negotiation and influencing skills.
- Commercial awareness – understanding of P&Ls, proven track record in profit management
- Proven high executional standards and attention to detail
- Analytical ability – decision making based on turning data into actionable insights
- Ability to build and align commercial strategies across a variety of stakeholder groups with conflicting interests
- Strong problem solving skills and able to identify sales/ product opportunities.
- Strong good numeric ability and able to identify insights from data.
- Track record of senior engagement and influence (both internal and external customers and stakeholders).
- Excellent written or oral communication skills and the ability to present and articulate long term recommendations to senior stakeholders in the business.
- Ability to build strong relationships across multiple layers of organisations (both WGS and 3rd Party partners).
- Experience of effectively managing Budgets
- Highly organised, delivers against deadlines
- Flexible with ability to travel throughout the U.S. and globally. Travel will be 30-40% of role.