



Job Title	Regional Manager, North Asia
Business Unit	BBU
Function/Region	GTR – North Asia (Korea & Japan)
Location	Seoul
Leader	Regional Director, GTR - Asia Pacific & Middle East
People Leadership	N/A
Job Level	4A

Role Purpose

To manage and execute the Global Travel Retail strategy and maximise William Grant & Sons Premium/Luxury strategy through direction and management of the local agent and /or distributor. Providing guidance and direction and ensuring regular reporting and performance tracking as per business operating rhythm. To optimise retail sales, brand building visibility, NSV and profit for the company within agreed budgets and business guidelines.

Accountabilities

- Lead, motivate and develop the South Korean Agent and Japanese Distributor to maximise commercial opportunities and achieve WG&S brand building objectives.
- Develop relationships with the key senior customer contacts to drive and implement WG&S GTR strategies and gain support.
- Ensure development, implementation, monitoring and evaluation of effective account strategies and plans in order to achieve GTR strategy and targets.
- Develop and activate annual promotion and customer marketing plans that build our brands proposition and create consumer awareness
- Identify opportunities to build new business through existing and new customers or routes to market
- Produce and execute customer sales plans to deliver targeted business results through sound financial planning, alignment of plans and processes, and prioritisation of spend to drive profitable business growth.
- Work collaboratively with WG&S Domestic teams and key internal stakeholders to ensure development of Global Travel Retail customer plans that demonstrate alignment to domestic strategy.
- Implement global pricing strategy and annual pricing plan to deliver the Brandglobal price ambitions across GTR key customers
- Monitor and manage P&L to deliver the annual budget and constantly seek ways to improve ROI and drive key account reviews to ensure the accuracy of forecasting both profit and investment spend.
- Identify opportunities to improve promotional spend efficiencies across core brands through a better use of data and insight and turn it in to sellable customer plans.