



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Commercial Strategy Manager
Business Unit / Group Function	ODC- WG&S Korea
BU Team / Sub-Function	Commercial / Sales
Location	Seoul, Korea
Team Leader Role	Head of Sales
Role Level	4A
Team Members	Yes
Role Purpose Lead Route to Consumer (RTC) and manage aspects of RTC including Sales Force Automation, Callage and Coverage, Execution Standards, Growth Drivers, M&E, Channel Segmentation & Classification, Geographic Prioritization, Commercial Data Management and Sales Operation. In addition, develop and steer commercial strategy shopper marketing activations and ensure seamless planning and execution in delivering objectives by collaborating with local and global teams. Provide Net Revenue Analysis so the company can build its capability to grow Net Sales Value (NSV) and NSV/9lc sustainably across the organisation.	
Accountabilities <ul style="list-style-type: none">• Lead and manage development and implementation of RTC as a sustainable framework and business structure in the market.• Responsible for development and control of commercial strategy and trade activations strategy based on analysis of commercial data, consumer/customer insights and market intelligence.• Optimize efficiency of sales operation by developing new processes, tools, standards and ways of working.• Effectively communicate and coordinate with global RTC and Commercial functions to develop optimized Commercial strategies and processes.• Apply prioritisation on commercial strategy by channel / outlet type / customer / geography.• Supervise and work with Commercial Operations Analyst and accomplish annual SFA objectives and maintain stable operation.• Supervise and work with Commercial Insights Executive and accomplish RTC objectives as defined annually.• Supervise and work with Shopper Marketing Manager and develop/activate Shopper Marketing plan in line with annual Integrated Business Plan and Quarterly Integrated Business Operating Rhythm.• Provide Analytical Expertise for Net Revenue Management (NRM).	
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