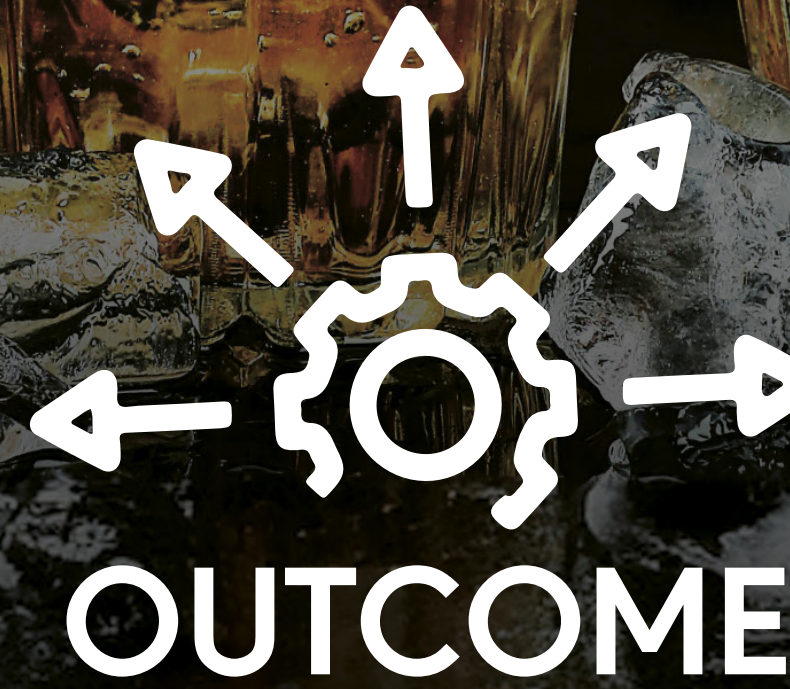


Sales



Assures trade terms management and compliance.

Defines Corporate Relations program for markets working with Head of CR, CCA and distributor.

Supports the brands strategies (MBP) and plans/ investment planning in alignment with the distributors.

Manages Trade Spends (TS) budgets in conjunction with distributors while supporting A&P marketing management.

Develops JCP in order to deliver the ambition for assigned countries.

Leads and supports the governance meetings with focus on the distributor BPM, activity review meeting, and S&OP. Supports the CCA BPM & Consensus meeting.

Leads the RTC expansion in the countries, assuring the right distributor partner, resources, and capabilities are in place to deliver the strategy.

Proposes and support the development and implementation of Sales incentives, training, measurement tools and KPIs.

Leads the Commercial standard agenda in the countries supported by all the functions.

Leads the shared strategic agenda and JUBP for assigned markets in conjunction with Customer Marketing and Distributor.

Develops and delivers Annual Operating Plan for assigned area.

Builds and maintains high level of strategic alignment with Distributor Senior Management to create a high-performing organization monitoring distributor performance in all established KPIs.

Sales

How is the Sales function transforming the business?

From a Sell Out Culture to a Winning Execution Organization. Our focus is to win at the consumer occasion through in depth analysis of the consumer/shopper, occasions, Return On Sales (ROS), distribution, and other opportunities within each market.

Strengthening our downstream routines with our partners, embedding the right processes and capabilities that are "Outcome" Oriented to our Market Share Ambition. Increase end-to-end execution standards in line with our Recruitment and Premiumization strategy from the way we manage distributors to the execution at the point of sale.

Adapting our Distributors RTC Model to thrive in the digital era. RTC expansion and robust Joint Customer Plans as main pillars of the transformation. From transactional to strategic partnerships with strategic thinking behind the cost to serve in today's world. Evolving capabilities alongside distributors and customers. i.e. specialized structures

Sales

Leads the development and execution of commercial strategies to reach/exceed breakthrough performance goals including NSV, Profit targets, Cash flow, market share, visibility, sales capabilities and enriching the community. Works cross functionally with the commercial and marketing teams, and is the business partner of Finance, Supply and Procurement functions.

Ensures plans are translated into reality and that Diageo reaches specific goals of the market. Main point of contact between the Distributor and Diageo on a daily basis. Accountable for developing partnership relationships with 3rd party stakeholders such as customers, key government contacts/associations, etc.

Leads the development and execution of commercial strategies to reach/exceed breakthrough performance goals including NSV, Profit targets, Cash flow, market share, visibility, sales capabilities and enriching the community. Works cross functionally with the commercial and marketing teams, and is the business partner of Finance, Supply and Procurement functions.

↑
*Commercial
Manager*

*Market
Manager*
↓

Supports Commercial Manager in delivering and maximizing the Annual Operating Plan and profit targets whilst implementing brand strategies across the market.

Develops partner relationships undefined markets to increase and support the entire Diageo Portfolio whilst increasing distribution, volume, brand visibility and ensuring the right routines and Ways of Working (WoW) are in place to drive business performance.

The position represents the main point of contact for Distributor and Diageo on a day-to-day basis, ensuring the relationship is in place and facilitating the link between Diageo's different areas and the Distributor.

Sales

Supports the Commercial Manager in delivering to the Field Sales, Account Management and Distributor Teams the tools and support materials to drive brilliant execution within the channel/customers, and in setting channel specific brand and category execution guidelines

Supports the Commercial Manager and Customer Planning Manager on the execution of the activation calendar and commercial plan, ensuring its completion within the Cycle Planning and Briefing process and supports evaluation/learning back into the wider business.

↑
*Activation
Executive*

*Sales
Opex*
↓

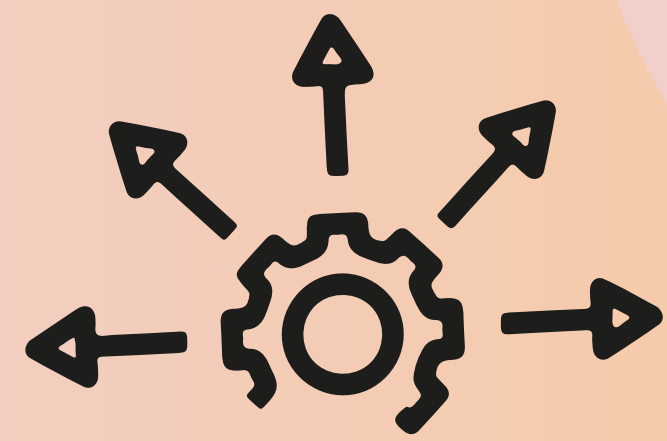
Leads commercial capability development to enable our partners to reach world class execution and to engage our commercial teams and our partners to move quickly from strategy to execution through our outlet execution standards.

Build and maintain high level of strategic alignment with Distributor's Senior Management to create a high-performance organization and monitor distributor's performance in all established execution KPIs.

Sales

Customer Marketing Organization

Lead the organization along the 'End to End' Cycle Planning process to plan, execute, learn, and improve everything we execute at Point of Sales (POS) across CCA. CMO is the natural connector between the strategy (Marketing led) and the execution (Sales).



OUTCOME

*Head of
Customer
Marketing*

Win every day at the moment of choice in all point of sales, based on a deep consumer, shopper and customer understanding.

Drive the growth agenda in the mid-long term to ensure that CCA's performance ambition is reflected in our commercial plans, through battlegrounds and aligned with key stakeholders from Sales, CMO, Marketing, and Finance

Lead the RGM and BI teams to ensure we have the right capabilities, guidelines, and tools to support decision making across CCA, while connecting and aligning with key stakeholders from LAC and Global.

Sales

Customer Marketing Organization

End To End Commercial Planning Manager



Lead the whole commercial cycle planning process across CCA connecting different functions, teams, and processes.

Along the year to transform the strategic development into executional plans to be further implemented in the trade

Manage internal stakeholders across the organization to deliver an outstanding program and routines to brilliantly plan and execute on time in full

This role should be a catalyst for organizational change, leading the teams to become obsessed with measuring, evaluating, tracking, and learning, to improve our short-term agility to adapt and respond in line with business performance.

Lead and develop Diageo CCA's tracking culture and will have to work across all CCA markets; and partner with multi-functional stakeholders from Sales, Marketing, Finance, Supply, and even with our Distributors when required.

Performance Management Manager



Leads the investment management and execution in the market, as well as the right M&E process. Responsible for the delivery of sell-out targets, Below The Line (BTL) management, and market share

Leads the implementation of the cycle planning process throughout the year in defined markets, integrating the development of Growth Drivers with the Activity Selection and commercial calendar by channel, battleground, and brand.

Commercial Planning Manager



Sales

Customer Marketing Organization

Function Growth:

Chanel Development Manager- Traditional On & Off Trade

Lead the On & Off Trade strategy for CCA

Develop and drive the growth drivers within the cycle planning process

Lead the ongoing learning process to improve the quality of our growth drivers and deliverables implemented at POS

Drive the growth agenda in the mid-long term to ensure that CCA's performance ambition is reflected in our commercial plans, through battlegrounds and aligned with key stakeholders from Sales, CMO, Marketing, and Finance. Lead the RGM and BI teams to ensure we have the right capabilities, guidelines, and tools to support decision making across CCA, while connecting and aligning with key stakeholders from LAC and Global.

HEAD OF GROWTH

OUTCOME

Unlock profitable growth and drive transformation by connecting and guiding multifunctional teams to ensure consistent value creation while achieving sustainable competitive advantage.

RGM MANAGER

Deliver value creation to CCA through analysis, opportunities, and strategic actionable recommendations of the 5 RGM Levers (Strategic Pricing, Pack & format architecture, Product/Channel Mix, Promotional Effectiveness, and Trade Terms) and prioritizing.

Lead the ongoing learning process to improve the quality of our growth drivers and deliverables at POS

Develop and drive the growth drivers within the cycle planning process

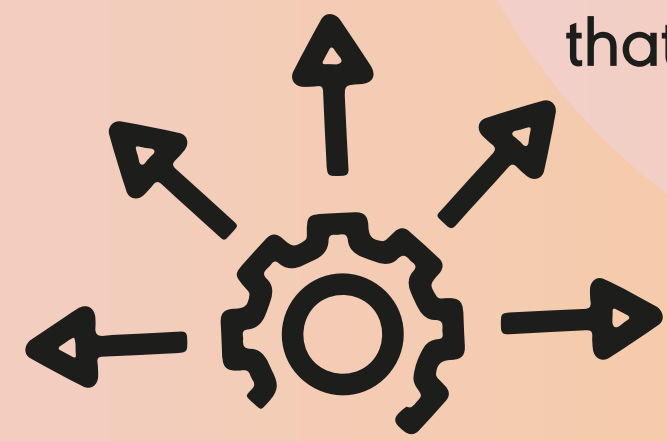
Lead the ongoing learning process to improve the quality of our growth drivers and deliverables implemented at POS

Chanel Development Manager- Modern Trade

Sales

Commercial transformation

Identify new opportunities in the market, exploring potential partners to amplify our coverage and execution while also mapping current RTC (MT- Whls - OT) opportunities to maximize value. Implement Diageo Way of Distributor Management to build the necessary capabilities so that our partners are equipped to deliver the ambition



OUTCOME

Head of Commercial Transformation

Create a Commercial Transformation strategy that prioritizes the value generation of our RTC through the correct diagnosis, design and implementation/management of initiatives and synergies to maximize commercial, logistical, supply and working capital opportunities, positively impacting share, execution and P&L establishing a competitive advantage to accelerate Penetration in TBA.

Lead, manage and develop The Commerce Business Channel. Partnership Management: Building and managing relationships media and digital organizations across the full range of media channels. Partnering with procurement to get the most out of our agencies and finding the best partners

Develop a value creation plan looking for new joint opportunities with new or existing partners including new distribution models (B2C, D2C etc), map with the complete customers ecosystem, working collaboratively with the extended commercial team, finance, supply, ensuring the right capabilities and resources to carry out the interventions and achieve the established outcomes focusing on digitalization and winning in the point of sale with shoppers and consumers.

Sales

Commercial transformation

Key Account Manager



Driving customer-centric strategies by developing Joint Customer Plans and enhancing Category Management capabilities. Serving as the primary liaison between Distributors, Key Accounts, and Diageo Teams, the role ensures the implementation of customer plans a

Aligns operational strategies to achieve Diageo's Performance Ambition, fostering sustainable relationships and becoming the preferred supplier

Developing the capability execution plan, building high-quality local faculties, executing the global commercial curriculum, embedding behavior change, and optimizing learning content.

Develop and executing the commercial capability plan in partnership with key markets, building local faculties of commercial leaders, executing the global commercial curriculum, embedding behavior change through the 70:20:10 model, and collaborating with the global and LAC team to optimize learning content.

Capabilities Manager

Sales

Commercial transformation

Develop a Commercial Transformation strategy to maximize value from RTC operations.

Creating joint opportunities with partners, optimizing distribution models, and enhancing digital capabilities

Leading B2B & B2C Distribution Partnerships, focusing on expanding reach and depth while monitoring key performance indicators and building commercial capabilities within partner networks

↑
*RTC & digital
Transformation
Manager*

*Ecommerce
Executive*

↓
Supports the RTC & Digital Transformation Manager ensuring an outstanding brand and shopping experience and transforming the category and the future of commercialization

Leverages data and best practices to drive transformation and achieve strategic objectives,

and enhancing shopper experiences at the point of sale