

Sales

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

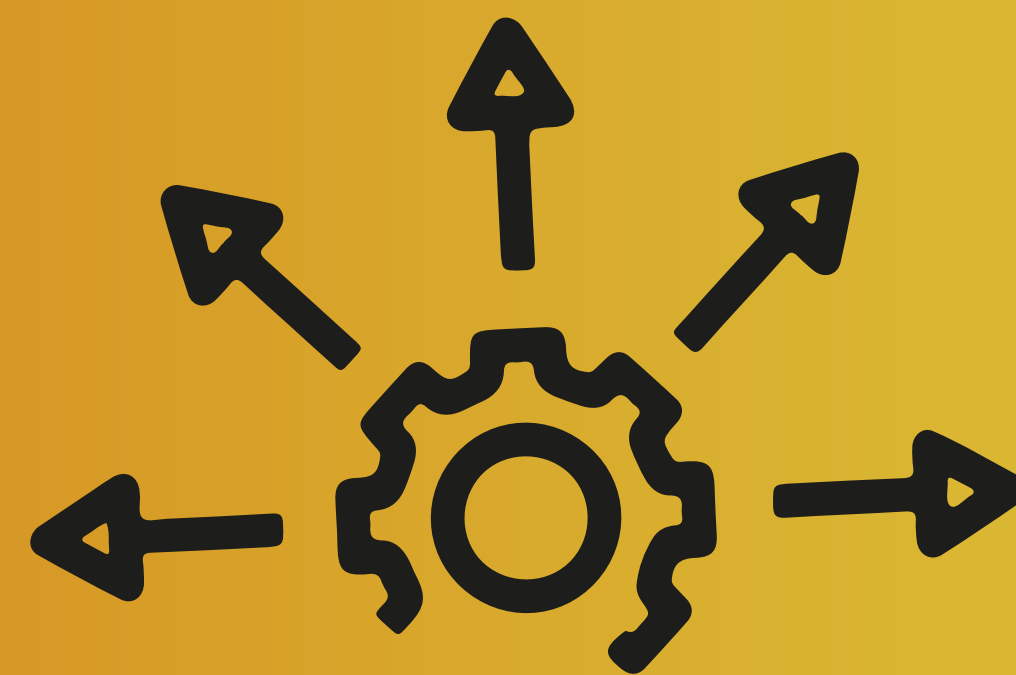
Develops JCP in order to deliver the ambition for assigned countries.

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

Assures trade terms management and compliance.

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

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



OUTCOME

Develops and delivers Annual Operating Plan for assigned area.

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

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

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

Supports the CCA BPM & Consensus meeting.

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

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

Makes decisions in conjunction with Marketing, Sales, Key Accounts and local distributor to deliver our business plan, ensuring right optimization of investment and prioritization of execution activities (marketing/CMO).

Drives Society 2030 initiatives within their respective markets.

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.

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.

and our partners to move quickly from strategy to execution through our outlet execution standards.

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.

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

Leads commercial capability development to enable our partners to reach world class execution and to engage our commercial teams

**Commercial
Manager**

**Market
Manager**

**Sales
Opex**

Sales

CP&A Manager

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.

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 growth.

In charge of the day-to-day execution plan as well as managing distributor and customer relationships to achieve the desired transformation. Responsible for the delivery of sell-out targets, BTL management, and market share growth.

Responsible for insight generation behind effectiveness of executed activities.

Drive cycle planning execution behind Lead Spirits Premiumization and Shape New Frontiers pillars respectively delivering every day brilliant execution in defined channel as per company guidelines.

CP&A Executives

Sales

How is the Sales function transforming the business?

Strategic shift to TBA focus 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.

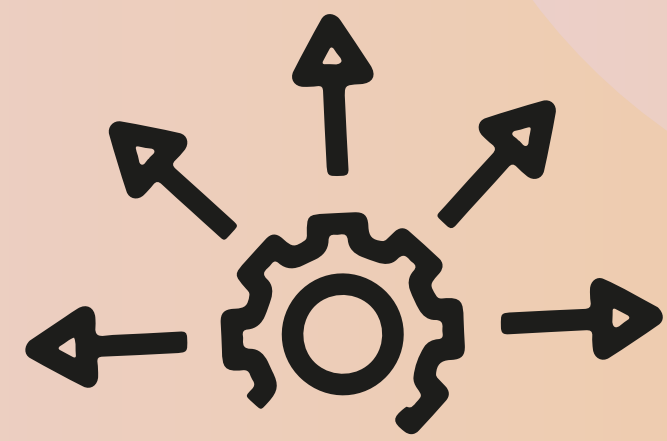
From transactional to strategic partnerships: strategic thinking behind the cost to serve in today's world. Evolving capabilities alongside distributors and customers. i.e. specialized structures such as e-Commerce, Revenue Growth Management (RGM), business intelligence, etc

Increase end-to-end execution standards in line with our Lead Spirits Premiumization and Shape New Frontiers strategy from the way we manage distributors to the execution at the point of sale. RTC expansion and robust Joint Customer Plans as main pillars of the transformation.

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).

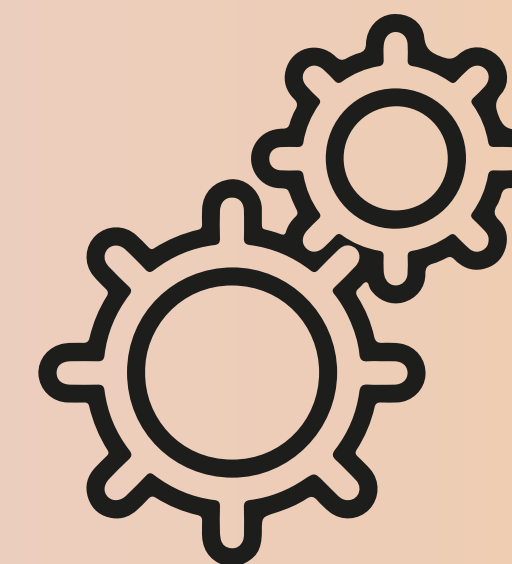


OUTCOME

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

Expand our footprint in the On & Out of Trade through enhanced experiences and partnerships

Gain a deeper shopper and customer understanding (by channel)



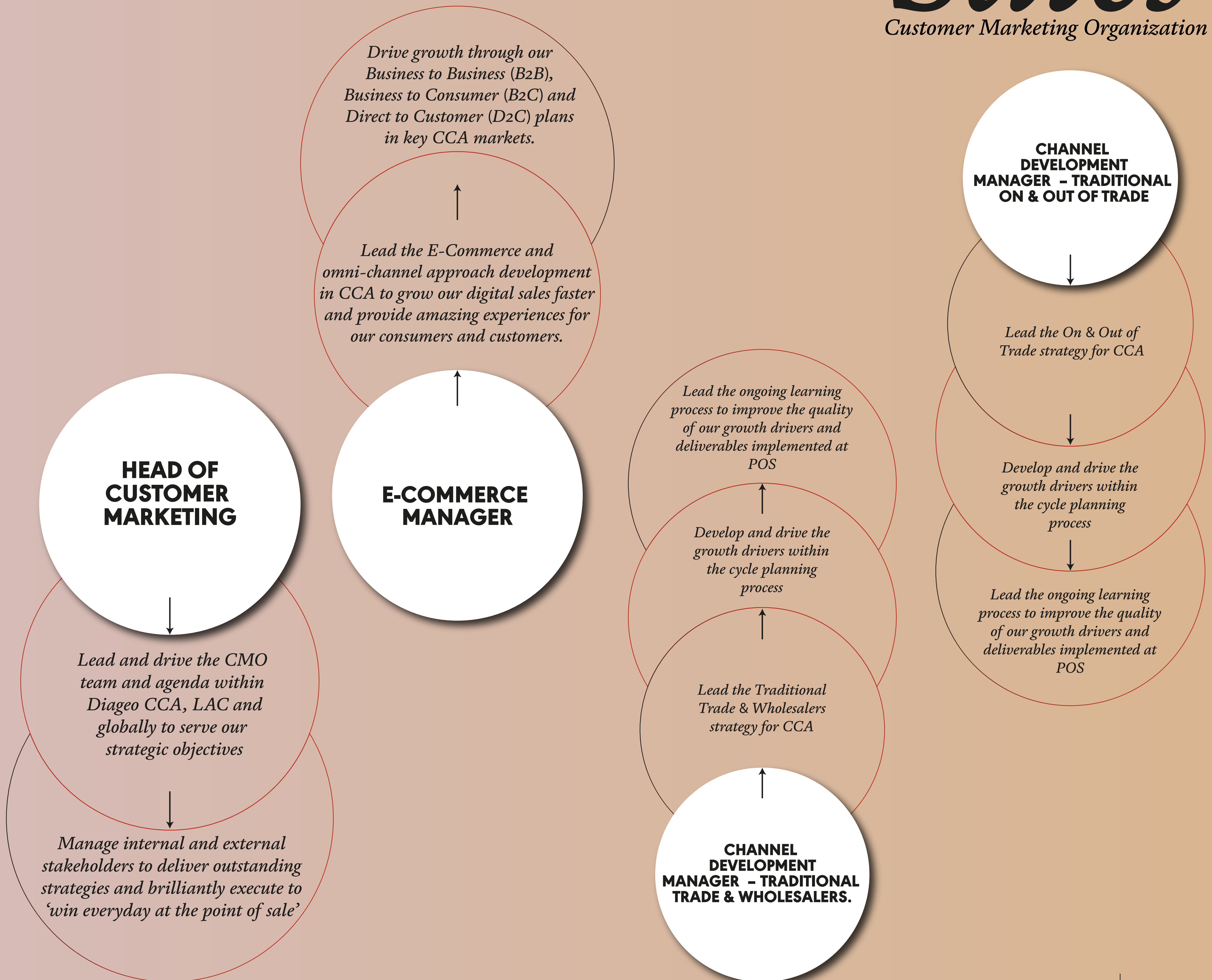
Accelerate the E-Commerce and omni-channel agenda

AREAS OF FOCUS

Set clear guidelines to have an improved level of execution at POS

Sales

Customer Marketing Organization



PACK & PROMO STRATEGY MANAGER

*Lead the promotional and
pack strategy in CCA for key
categories*

*Develop category strategy
and category platforms*

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

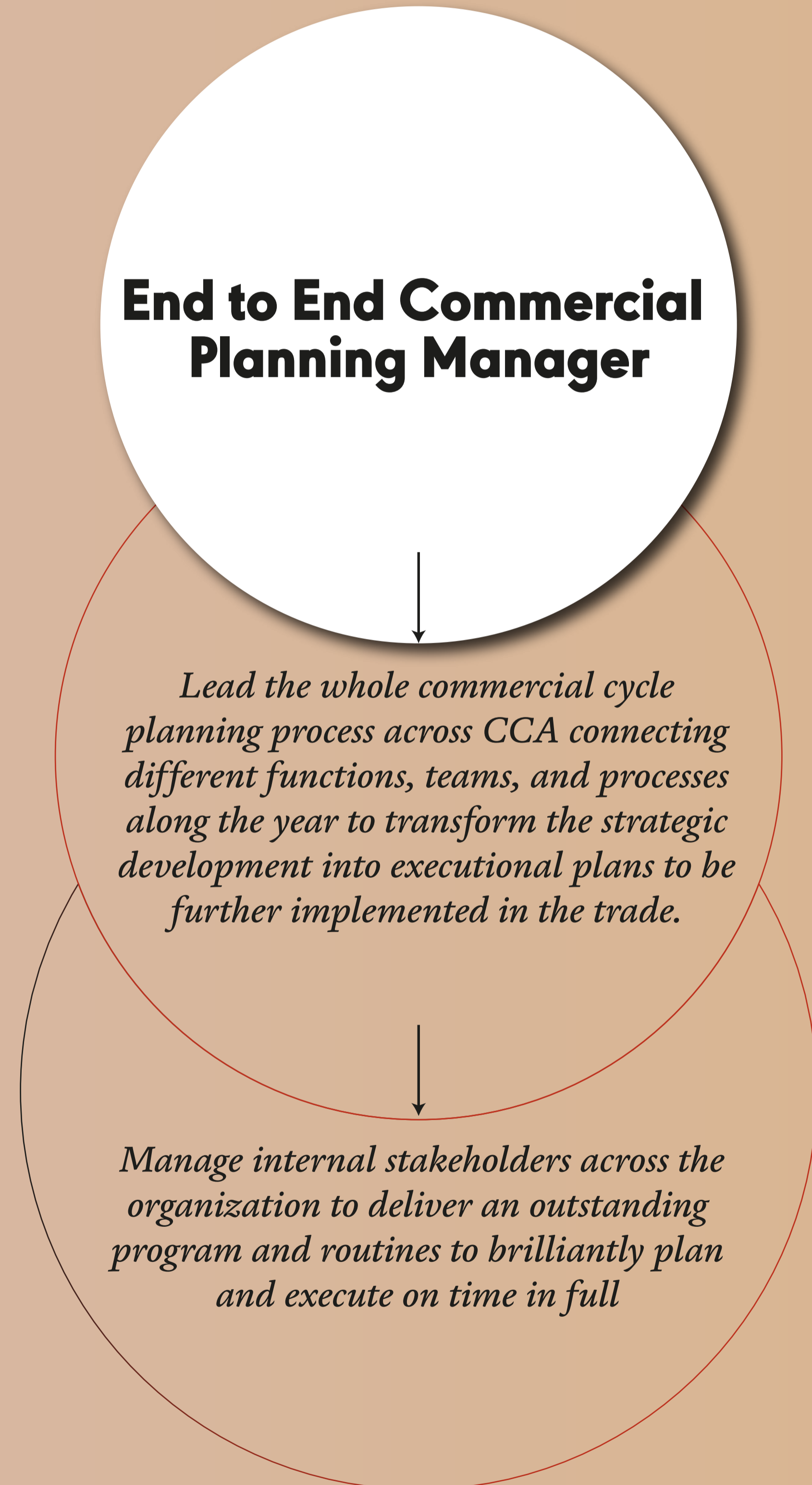
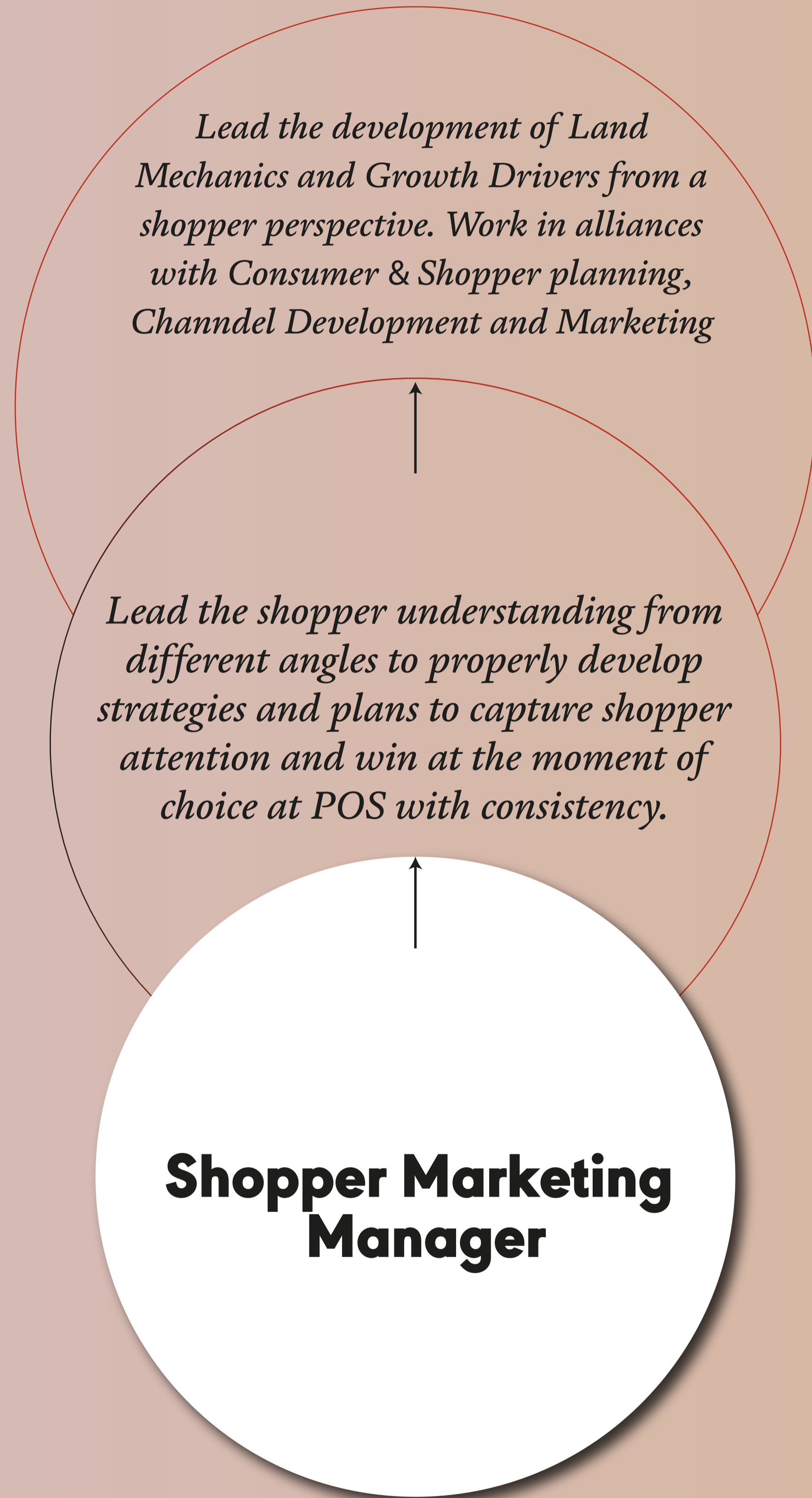
*Develop and drive the
growth drivers within
the cycle planning
process*

*Lead the Modern Trade
(Supermarkets and
Liquor Store) strategy for
CCA*

CHANNEL DEVELOPMENT MANAGER – MODERN TRADE

Sales

Customer Marketing Organization



KPI's Per Function

Share within TBA; new consumers recruited; Sell Out, NSV and TP growth; OP% expansion; A&P – BTL management; Society 2030 targets.

How are we transforming the business?

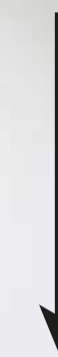
- *Getting a deeper shopper and customer understanding (by channel) to boost our strategies and plans, bringing more speed and efficiencies to CCA.*
- *Setting clear guidelines to have an improved level of execution at POS through our commercial distributors, bringing more quality to win every day at the moment of choice.*
- *Accelerating the E-Commerce and Omnichannel agenda to expand our digital footprint, recruiting more consumers into our portfolio while being accretive to CCA.*
- *Expanding our footprint in On & Out of Trade through enhanced experiences and partnerships to improve our recruitment and premiumization process, while setting our sites on Society 2030 targets.*



Sales

Beer Commercialization

OUTCOME



Deliver the Strategy, Commercialization and P&L for Central America and the Caribbean region for the Ready to Serve categories (Beer and RTD)

5-year Strategy including footprint expansion, new sourcing sites, negotiation, and commercialization.



Beer Commercialization:

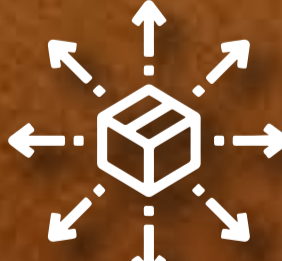


KPI's Per Function


P&L KPI: NSV,
Gross Margin,
Operational Margin


Market
Share


Sell
Out


Distribution


ROS

Sales

Beer Commercialization

Head of Beer Commercialization, CCA

Deliver growth:
Sales, Margin
and Market Share

Implement
commercial
transformation agenda
that includes key
category **growth
drivers, and business
tracking** of key KPIs
such as sell-out,
distribution, rate of
sales and execution.

Conduct sourcing
analysis for
footprint
expansion.

Create **market
value chains**
targeting retail
selling prices in line
with the strategy
(**premium beer
segment**).

Implement
partner's
assessment,
negotiations, and
engagement.

Implement
initiatives to **build
community**,
providing
collaboration and
best practices
between partners
(**13 Partners
Brewers in CCA**)


GUINNESS
 *Beer*
Commercialization:


GUINNESS

Sales

Function Growth



OUTCOME

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

Function Growth:

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

KPI's Per Function

- RGM: NSV & NSV/EU, Trade Spend, TS % of GSV, Gross Margin, SOM (Share of Market), 5 RGM Levers
- BI: RGM: SOM (Share of Market), All relevant (Sell-In, Sell-out, Execution...) performance KPIs connected to developed dashboards

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.

Business Intelligence Manager

Drives cultural change towards becoming a data driven and user initiative led organization by managing data providers and internal technology stakeholders to transform raw data and develop visual reports & dashboards for efficient performance management and decision making.

