

Marketing

Innovation Team

+4PP TBA PENTRATION - £130M INCREMENTAL NSV - 75% GM

1

Pipeline focused on big bets supported by a 3-year resourcing model

2

Excellnece at innovation
Commercialization

3

Foster learning and enale
prototyping with agility

CONSUMER CENTRICITY - BEST TALENT - SIMPLIFICATION - EMPOWERMENT



Head of Innovation CCV

Innovation Comercialization Manager, CCA

Owner of the commercialization process from growth driver development to ensuring world-class execution and M&E, providing the right tools to our CMO / Sales teams to set our Innovation projects for effective trial and ultimately, potential success. Securing excellence in commercial planning throughout Navigate, to guarantee we are ready to launch and execute impeccable commercial plans with maximum efficiency in achieving consumer targets.

Shape New Frontiers Innovation Project Manager, CCA

Responsible for the execution of the Innovation projects that support the SNF pillar, always prioritizing Big bets (recruit projects) over everything else. Delivering best in class executional (and financial) Gate papers (+G3) and respectively holding the Market and core teams to account for decisions and delivery, having the tough conversation when necessary.

Spirits Premiumization Innovation Project Manager, CCA

Responsible for the execution of the Innovation projects that support the LSP pillar, always prioritizing Big bets (recruit projects) over everything else. Delivering best in class executional (and financial) Gate papers (+G3) and respectively holding the Market and core teams to account for decisions and delivery, having the tough conversation when necessary.