



Example of Commercial Strategy Manager Job Description

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Our company is searching for experienced candidates for the position of commercial strategy manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for commercial strategy manager

- Implementing the annual and 3 year cereal or snacks Commercial Strategy for pricing, promotion, product, place and pack, in line with business priorities and CBU direction
- Supporting the pricing, promotion and pack strategy for all Cluster in line with the category strategy and brand strategies
- Support the sales teams in delivery of the cereal or snacks plan through business processes and planning - including commercial sign of promotional spend (shippers included)
- Be a key source of recommendations of innovation pipeline requirements and LAM inputs on trade, customer gross margin and the promotional plan
- Support the monthly cereal or snacks operating process and communication flow of our business performance and outlook and ensuring that the team are pro-actively building action plans to address any risks or opportunities
- Building strong relationships with category teams with support of Commercial Strategy Director
- Fully engage in and promote multi-functional and business unit relationship with a specific focus on category management relationships
- Be implementing the annual and 3 year cereal or snacks Commercial Strategy for the business by ensuring the strategy is executed by the account team within guidelines
- Be responsible for the development of a customer sell in story for innovation and successful deployment to sales team (with the appropriate lead time to

- Support the monthly cereal or snacks operating process and communication flow of our business performance and outlook and ensuring that the team are pro-actively building action plans to address any potential risks or opportunities

Qualifications for commercial strategy manager

- Work with cross-functional stakeholders to develop a cross-product acquisition strategy framework
- Experience in leading a cross-functional team is desired, good understanding of Revenue Management
- Experience leading complex M&A client engagements that identify, design, and communicate value in a pre-deal setting
- Experience structuring customer interview programs by identifying the key decision maker that is relevant to the transaction, securing and performing the interviews, and synthesizing the results
- Experience identifying key client business issues, determining client needs by supplementing the standard assessment techniques and tools with innovative approaches, evaluating and validating analysis and developing recommendations for the client in the context of the overall engagement
- Experience implementing and overseeing the quality of deliverables and effectively managing the team and day-to-day relationships to ensure exceptional performance