

CARE CHANGES  
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE  
SWITZERLAND

CHANTECAILLE

## MANAGER, SALES STRATEGY

At Beiersdorf, we want to help people feel good about their skin – and our commitment goes far beyond caring for skin. For 140 years, we have developed innovative skin and body care products for well-known brands such as NIVEA, Eucerin, Coppertone, Elastoplast, and Aquaphor. We act according to our purpose, WE CARE BEYOND SKIN, and take responsibility for our consumers, our employees, the environment and society.

Behind every brand, every product and every accomplishment are our more than 20,000 employees. It is for them that we live a culture of inclusion, respect and trust that is strongly aligned with our values – CARE, COURAGE, SIMPLICITY and TRUST. We embrace diversity by valuing the uniqueness of each individual and being committed to equal opportunities for all.

In this role, as part of our dynamic Canadian Sales Strategy team, you contribute to the growth of our retail activities by using appropriate and innovative commercial strategies and propel our brands to market leadership. Your main responsibilities in this role would be to:

### YOUR RESPONSIBILITIES

- Develop and communicate commercial strategies by channel, including listing priorities, generic planograms, distribution and promotional target setting including brand trade spend analysis and recommendations (collaboration with key account teams to maximize relevance)
- Collaborate with Sales and Marketing to develop and execute brand and portfolio strategies for Nivea Face and Cleansing
- Act as an instrumental contributor in the development and deployment of sales strategies including new and existing channel expansion
- Leverage P&L and POS data to influence product and customer mix, and drive brands revenue and profit
- Analyze the market and recommend the best pricing strategy for each brand and franchise
- Partner with marketing teams to identify assortment opportunities and white spaces for each category
- Lead the creation of retailer sell-in-stories and customer plans that drive total category growth
- Be the face of category and shopper insights to retailers
- Partner with the sales team/retailers on POG recommendations
- Annual planning lead for 4Ps, including full category review
- Develop gift set and promo pack strategies
- Collaborate regularly with sales and shopper activation teams including contribution of insights and analytics to the S&OP process, promo evaluation and ad hoc projects or requests
- Collaborate to maintaining and updating tools, including but not limited to, market results dashboards, promo evaluation tool, assortment tool and others
- Develop and present the periodic market performance analysis, incorporating new or

### ADDITIONAL INFORMATION

We embrace Diversity and Inclusion and are committed to providing equal opportunities to all of our applicants – regardless of race, gender, age, religion and beliefs, sexual orientation & gender identity, disability, cultural, ethnic or national origins. We would therefore kindly ask you to include only information and data in your documents which are relevant for the assessment of your application (e.g. curriculum vitae with relevant references and certificates) and encourage you to upload your CV without a picture.

### JOB DETAILS

Contract Type: Unlimited / Full-Time  
Job Start Date: 8/12/2024  
Country / City: Canada / St. Laurent  
Location: Hybrid  
Company: Beiersdorf Canada Inc.  
Job ID: 16434

updated insights from sources other than Nielsen MarketTrack

## YOUR PROFILE

- A BSc/BA in Business Administration
- 8+ years of similar experience at a consumer products company in Category Management, Sales and/or Marketing
- Strong business analytics skills and able to develop key insights and action plans
- Proven experience with business partnerships and effectively building relationships amongst cross-functional teams such as Supply Chain, Finance, Marketing, Sales and the leadership team.
- Strong communication skills both written and verbally with emphasis on being comfortable building and delivering effective PowerPoint presentations
- Must enjoy working in systems and analysing data with solid working knowledge of Nielsen tools, JDA Space Planning and Microsoft Office (advanced Excel)