

CARE CHANGES
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE

CHANNEL DIRECTOR - WALMART

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, La Prairie, Elastoplast, and Coppertone. 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.

The Sales Channel Director of Walmart is a key member of the Sales Leadership Team at Beiersdorf. The successful candidate will be responsible for driving the ambition, executing effective strategies to facilitate profitable sales growth at Walmart while overseeing the Field Sales broker partner operations. The successful candidate will have an entrepreneurial mindset, strong financial acumen and a passion to drive transformational growth in our largest retail and channel (Discount). Thought leadership and an ability to be data driven will be keys to success. You will be responsible for developing and retaining sales talent, as well as leveraging strong cross-functional relationships with Shopper and Customer Marketing, Brand Marketing, Finance, and Supply Chain.

YOUR MAIN RESPONSIBILITIES

- Lead the Walmart Canada & Discount channel key account managers team
- Align the development & implementation of strategic business plans with Walmart Field sales team (Broker)
- Foster and develop senior level relationships with Walmart and relevant stakeholders in the industry
- Be a subject matter expert and advocate for Walmart key initiatives within Beiersdorf as well as Discount channel penetration and development
- Ensure delivery of sales and KPI scorecard metrics for Beiersdorf in Walmart stores
- Deliver top line and bottom-line growth objectives while achieving brand share gains in your channel,
- Optimize budget for trade, promotions, and shopper marketing programs
- Lead customer JBP and innovation summits across multiple departments to provide feedback on new item concepts and account opportunities for growth

YOUR PROFILE

- BS/BA required, MBA or Master's degree preferred
- Experience in Customer Packaged Goods Industry with Walmart Canada
- Proven track record of thriving in fast-paced environment with ambiguity
- 10+ years of CPG Sales, Sales Strategy, or similar discipline experience
- Leadership experiences with proven track record of developing high performing teams,

ADDITIONAL INFORMATION

Experience, skills and competencies that lend themselves to this role

We know that experience comes in all forms and we're not necessarily looking for individuals who can hit the ground running ('check all the boxes') but may bring a unique blend of competence and capabilities that can grow into a role and/or bring news skills to the team.

A welcoming workplace that offers personal and professional growth for all individuals

At Beiersdorf, you'll find:

- A welcoming workplace that fosters diversity, inclusion and belonging where every team member feels valued, respected, and supported
- Nimble teams that enjoy challenging work and the ability to make an impact
- A dynamic community of life-long learners that values acumen, aptitude and the ability to learn as well as hard skills and established expertise
- A purpose-led company that cares about your personal and professional development with the right balance of structure and flexibility to thrive
- A collaborative culture that leads with care, trust, simplicity and courage

Unique benefits that consider the whole person

We understand that you have a life outside of work, and we support you with unique benefits including:

- Generous and flexible vacation policy
- Summer Friday hours
- Comprehensive Wellness and

build strong relationships across functions and ability to influence key decision makers

- Strategic thinker with the ability to leverage data sources like Nielsen and increase effectiveness at achieving overall strategies in a highly collaborative environment
- Exceptional oral and written communication skills to influence and secure cross-functional support at all levels in the organisation
- Must have high level analytical skills and finance acumen to build strong business cases for change,
- Office productivity software skills (e.g., PowerPoint, Excel, SAP) to use promotion databases, financial reporting, and promotional analysis

Benefits program

- Growing number of Employee Resource Groups or affinity groups - to foster meaningful connections and belonging with other colleagues
- Dynamic work model – a hybrid of in-office collaboration (3 days/week) and remote focused work days

JOB DETAILS

Contract Type: Unlimited / Full-Time
Department: Sales - Walmart & Planning
Job Start Date: 7/29/2024
Country / City: Canada / St. Laurent
Location: Hybrid
Company: Beiersdorf Canada Inc.
Job ID: 16327