**Role Description & Person Profile**

|  |  |
| --- | --- |
| Job title: | **Commercial Director – Global Supplements** |
| Reports to: | Managing Director |
| Location: | Home Based |
| Direct & Indirect Reports: | c5-8 direct reports (20 in-direct) |
| Role Overview | The Commercial Director will be a strategic leader responsible for driving revenue growth and expanding market presence across all sales channels. This role will oversee the development and execution of comprehensive sales strategies and partnerships to achieve ambitious business goals. As a key member of the Global Supplements Leadership Team, the Commercial Director will collaborate across departments to align commercial efforts with company objectives, ensuring success in the Equine and Pet Supplement markets. |
| Key Responsibilities | * Set and lead the strategic commercial direction for the business * Develop and implement comprehensive sales strategies to achieve business objectives and Revenue / EBIT targets * Lead and manage the sales team, setting clear targets and ensuring high performance standards * Build and maintain relationships with key customers, distributors, and partners to drive business growth * Monitor market trends, competitor activity, and customer needs to inform strategic decisions * Collaborate with internal teams to align commercial efforts with overall business goals * Analyse sales performance data, creating actionable insights and reports * Represent the company at industry events, trade shows, and conferences |
| Budget Responsibility: | Yes |

|  |  |  |
| --- | --- | --- |
| **Person Profile/Knowledge**  Experience, any formal qualifications and necessary keys areas of knowledge or experience. | | |
| **Essential** | | **Desirable** |
| **Strategic Sales Leadership**: Proven track record of leading high-performing sales teams and delivering revenue growth | | **Equine/Pet Industry Knowledge**: Familiarity with the equine and pet wellness/supplement market |
| **Commercial Strategy Development**: Expertise in creating and executing strategies that align with business goals | | **E-Commerce Growth**: Knowledge of driving sales and marketing efforts for D2C platforms and E-Commerce channels including Amazon |
| **Data-Driven Decision Making**: Proficiency in analysing sales and marketing data to inform strategies and measure performance | | **Global Market Expansion**: Experience with international sales and marketing strategies |
| **Relationship Management**: Strong ability to build and maintain partnerships with key customers, distributors, and stakeholders | |  |
| **Team Leadership**: Demonstrated experience in managing and developing cross-functional teams | |  |
| **Budget Management**: Experience in managing budgets for sales and marketing initiatives | |  |
| **Language Capability** – English and German speaking | |  |
| **Key Behaviours** | * **Visionary Leadership**: Inspires teams and stakeholders with a clear vision for growth and success * **Strategic Thinker**: Balances long-term planning with immediate business needs * **Results-Oriented**: Focused on achieving measurable outcomes and driving success * **Collaborative**: Builds strong relationships across departments to align goals and initiatives * **Customer-Focused**: Places customer needs at the centre of decision-making and strategy * **Innovative**: Embraces creativity and new approaches to overcome challenges and drive growth * **Decisive and Analytical**: Makes informed decisions based on data and market insights * **Resilient**: Thrives in a fast-paced, dynamic environment with the ability to adapt to change * **Communication**: Outstanding clear and concise communication skills across all channels | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. |  | |

**Please note that the footer in page 2 should only be on the last page of the document. If you go over 2 pages, please move the image from page 2 onto your last page.**