

Turkey Jobs Expertini®

Category Executive

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Company: Perrigo

Location: İstanbul

Category: other-general

Description Overview

As a Category Executive, you'll be responsible for channel/customer long term strategies, integrating Shopper & Customer Insights, analyzing results and preparing integrated action plans, determination of need for POS tools and execution on field.

Scope of the Role

Identifying customer needs and developing instore winning formulas

Preparing yearly drive plan of the company and management of activities

Management of trade spend process with taking active role by directing activities

Work with Sales and Marketing teams to utilize market/customer/shopper data in order to define forward-looking opportunities. Calculating ROI of activity and results

Competitor analysis, understanding market trends and insights, customer dynamics to identify opportunities and develop targeted trade marketing programs. Sourcing and analytical modeling of relevant datasets to enable a "where" and "how" to win approach.

Define optimal store blueprint covering assortment, shelf layout and secondary placement tailored to channels and shopper missions to drive total category revenue.

Take active role in customer engagement process to create advantaged joint value with key customers.

Define category growth opportunities at customers as well as solutions to address customers

problems to solve.

Execute and track Customer Category Management projects are in the frame of Long-Term collaboration with customers.

Develop category/new product selling stories and customize them by key retailers/channels and is based on their store footprint and shopper profiles / missions.

Directing demand planning process integrated with all departments

Experience Required

2 years of experience in related area (category development/management, sales)

Very strong analytical thinking with proven ability to connect the dots between various data sources to deliver clear outlook scenarios along with implications for the business.

Proven influencing and perseverance skills to tailor recommendation to the needs of stakeholders and effectively engage them to obtain commitment and drive impact.

Expertise and experience in strategic planning processes to create shopper, category and advantage E.g. Business Planning / Joint Business Planning.

Experience of working for, or with retailers to deliver tangible results at the POP including delivery of range reviews and planogram projects.

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