**Commercial Director**

Reporting to CEO

**Department Overview**

We have 3 main objectives in the commercial department. The first one is to excite customers by our range and hence build the penetration (customer and basket) to help our business grow faster. This we do via great assortment (reverse pyramid), price & promo policy and brilliant web (shelf). The second objective is to do this profitably. Grow our margins further and improve the profitability of the entire business. This is done via the right assortment/supplier pool and effective negotiations. Last objective is to do this effectively to improve our cash position and further improve profit via effective assortment and stock management.

**Role Overview**

Commercial Director develops the commercial strategy in a given market (based on overall company commercial strategy) and executes it fully. In this role you will need to develop a great assortment relevant to local customers based on reverse pyramid where we have the majority of SKUs/sales on the top level (reverse to normal retail). You will cooperate with the local supplier pool the way that we are price/promo competitive to super markets as well as specialized stores and implement it on the web the way customers will find their products easily and will come again. You will be in charge of the commercial team (6-8 buyers), listing team (4 specialists) and in the very beginning also supply chain (4 specialists). You will cooperate closely with the marketing department (to tackle customers and new trends), operations (to keep our assortment effective) and finance (to keep our margins growing).

Group Commercial Director develops the commercial strategy and pushes it through into a given market (based on local differences). In this role you will need to identify the biggest commercial opportunities and enable local teams to execute them. It all starts from developing a great assortment relevant to local customers based on the reverse pyramid where we have the majority of SKUs/sales on the top level (reverse to normal retail). It continues via negotiating with global suppliers to get the best conditions or differentiated assortment for our markets to be price/promo competitive to super markets as well as specialized stores. You will work closely with shopping experience squads and navigate them to improve experience on the web the way customers will find their products easily and will come again. You will be in charge of private label, production and monetization squads which are delivering new innovations for all of our markets. On top you will have a discovery team which focuses on new product innovations from the world and bring them in to our markets so that we are recognized as #1 innovative retailer. You will also cooperate closely with the marketing department (to tackle customers and new trends), operations (to keep our assortment effective) and finance (to keep our margins growing).

**What we expect from you**

* Vision and strategy to be able to develop local version of rohlik.cz range
* Great leadership for your team - no limits just opportunities
* Ability to see the full picture - manage end to end processes
* Brilliant collaboration with suppliers, other departments and across the group

**What we look for**

* Experience in leading commercial department
* A leader who will lead his/her team to great results
* Focus on result, not on process
* Great negotiator
* Food lover who seeks for new trends
* Flexibility in finding solutions and drive to execute them

**Our Values**

* **Customer obsession:** Customer is in the center of our universe. Everything we do, we do for them.
* **Speed:** Better done than perfect. We build, improve and deliver fast.
* **Courage:** We are brave. We are not scared of taking ownership and making decisions.
* **Learning:** We keep learning. Information is power. Change is life and opportunity.
* **Winning:** The market standard is not good enough. We aim to win, be the best, and ahead of the market. We keep innovating.
* **Honesty:** We are open and honest to ourselves, to our teammates, and to our customers. We are able to accept feedback.
* **Optimism:** We fight in a tough environment. The more important it is to have fun and have a helicopter view.
* **Think big:** We are bold and daring in changing the future.