**Commercial Director**

Reporting to CEO

Founded in 2014 in the Czech Republic, Rohlik is the European leader of e-grocery in Central Europe. Already active in the Czech Republic ([Rohlik.cz](http://rohlik.cz/)), Hungary ([Kifli.hu](http://kifli.hu/)) and Austria ([Gurkerl.at](http://gurkerl.at/)) and Germany (Knuspr.de), the company will be launching in the coming months in Romania, Italy and Spain under the Sezamo brand. By owning its end-to-end operations, including all technology in-house, Rohlik provides a superior customer experience and the freshest food from local farmers and artisans, as well as a broad supermarket selection.

**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).

**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

**KPI’s typical for the position**

* Customer penetration
* Basket penetration
* Margin
* Shrink
* Availability
* Inventory turnover (GMROII)

**What we offer**

* Your work will have a direct impact on the company's results
* We will implement your good ideas almost immediately – not waiting for the approval of the headquarters somewhere in the world
* You will not be bound by corporate processes
* Your work has to be innovative and meaningful, we do not want to follow trends, but set them
* Last but not least, we mainly offer a fair reward and the possibility of professional growth and education, also a great bunch of people around and a legendary company events

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