

COMMERCIAL EXCELLENCE MANAGER EU MID-SIZED COUNTRIES

Division / Department: **DAIICHI-SANKYO BELGIUM - COMMERCIAL EXCELLENCE DEPARTMENT**

Reports to : **HEAD OF COMMERCIAL EXCELLENCE EU MID-SIZED COUNTRIES**

1. Context

The Commercial Excellence Manager is part of the Commercial Excellence department located in the Belgian affiliate and will provide support to the Mid-Sized Countries (Belgium, The Netherlands, Ireland, Austria, Portugal & Switzerland). He/she reports to the Head of Commercial Excellence Mid-Sized Countries and is responsible for CRM (Customer Relationship Management) & BI (Business Intelligence) tools.

2. Purpose of the job

The Commercial Excellence Manager maintains the current CRM system (Seika) and develops the future system with the purpose of enhancing its functionalities so that it supports the implementation of our Brand Strategies & the Customer Facing Roles in the management of their stakeholders and accounts. He/she designs and improves the associated processes within the regional teams. He/she proposes and implements innovative 'Customer Centric' initiatives to improve our engagement with our customers.

The Commercial Excellence Manager develops and maintains the data model and dashboards, combining data from different sources (IQVIA, Ex-factory Sales, CRM data, other market data, etc...). He/she monitors the KPIs (Key Performance Indicators) concerning Sales Performance, Field Force Effectiveness & Account Planning for the Management and for the CFR. He/she supports the processes of SFE (Sales Force Effectiveness) geographical reorganizations and targeting, segmentation and profiling.

The Commercial Excellence Manager, ensures regular presence in the affiliates of the cluster to gain a deep understanding of the business needs, their requirements and to translate those in functionalities of the data management tools and systems.



3. Result areas

Core activities include but are not limited to:

- Liaison to DSE HQ CRM contact person for system hosting and change management process. Ensure alignment with regards to all functional CRM support topics such as change management process, data loading, and its release management
- Act as primary point of contact for any functional & technical queries relating to *the CRM system* and Customer Database (OneKey-IQVIA) for internal customers in the affiliate as well as local external vendors such as local IQVIA service manager. Strong business relationship building needed.
- Collect, define and follow up on accurate definitions of existing and new system change requests/business requirements (via change management process). Be able to perform an end to end analysis and impact analysis of the request & ensure detailed documentation to enable approval by DSE CRM team and business process owner(s).
- Be responsible for internal release communication with local business teams. Manage local priorities and expectations (internally and with 3rd partner).
- Ensure test support where needed for testing of business requirements and changes. Check and identify if technical requirements are met from the system provider and DSE HQ configuration team.
- Have knowledge and understanding of the local business processes and specialties that are being supported *by the CRM system*. Master entire processes and workflows. Local solution consultancy for business teams.
- Take ownership of and lead selected work streams within the CRM system hosting and administration, for example conduct training for specific end-users and reach out to local and regional counterparts.
- Design and monitoring the processes related to *CRM system*. Monitor data quality entered into the system.
- Define, in coordination with DSE, the data model to be build and maintain our Analytic tool (in QlikView/QlikSense).
- Ensure that all data within the data model is appropriately updated
- Develop and update dashboards in our Analytic tool (QlikView/QlikSense) so that all stakeholders can access to the relevant information in an efficient and timely manner.
- Support the processes of CFR geographical reorganization, targeting, segmentation and profiling of customers. Propose and recommend alternatives to management and assist them in the decision.
- *Promote and manage our 'Insights & Analytics' & 'Customer Centric' Mid-Sized Countries communities.*



4. Main skills

- Process design and development
- Dealing with complexity
- Project Management (Process & Tools)
- Strong organization & communication skills (F2F, Calls, Powerpoint, Social Media)
- Team work skills (Co-creation approach)
- Drive for results & pro-active
- Fluent in English; Professional working proficiency French & Dutch

5. Experience

- 2 to 3 years of experience in Business Intelligence or Business Analyst role
- Masters in Economics

