



Manager-Sales and Distribution (Yogi)

Role and the Person

The position is at the senior management level, accordingly the purpose and critical functions would be as follows:

SBU/Overarching Purpose:

To provide authentic and cost-effective herbal OTC products

Function (Dept) Purpose:

To sustain channel appropriateness and effectiveness

Role Purpose:

To identify appropriate channels and manage them

The Key Expectations of the Role:

- Optimised market share of non-branded players
- Engaged wholesalers
- System for managing for optimality of the channels/S&D team

The Competencies required to effectively take on this role:

- Understanding of the financial implications of all S&D related decisions and S&D decision-making informed by the financial implications
- Comprehensive knowledge of traditional and contemporary(digital) channels and their management
- Systematic approach to functioning
- Sensitivity to evidence-based-change of hypotheses*

The Person

- MBA degree
- A minimum of 15 years of working with and managing channels of a mid-sized FMCG/Pharmaceutical organisation
- Digital savvy candidate will be preferred