

ROLE PROFILE

Job Title:	CPFR Analyst
Level:	L6 (A)
Reports To:	Customer Collaboration Coordinator
Context/ Scope:	<ul style="list-style-type: none"> • Diageo Mexico has multiplied the Sales (volume) two times in the last five years and our growth projection is to double the business into the next 5 years, mainly driven by customers such as Wal-Mart Group • Wal-Mart represents around 25% of the total sales in the IMC, while Diageo Mexico is managing more than 120 customers • Competiveness in the industry and more demanding customers have driven the suppliers to focus in new business strategies, excellence in execution and collaborative efficiencies, such as: <ol style="list-style-type: none"> 1. Inventory reduction: changes in payment terms and efficiencies in cash. 2. New replenishment dynamics: Which demand to reduce our replenishment lead time to customers 3. Service Improvement and sales Growth • CPFR (Collaborative Planning, Forecasting and Replenishment) is a process created by Wal-Mart to fulfill this needs, in which both companies work together, share resources and targets in order to improve the Supply Chain and sales. • Today the customer not only values the base product (brand, price, size, shape, quality, etc), but extended product also as availability delivery and excellent service through Supply chain flexibility.
Dimensions Financial:	<ul style="list-style-type: none"> • IMC Targets F16 <ul style="list-style-type: none"> - Volume 3.4 million of cases - NSV TBC - COGS TBC - TP TBC • CPFR Program 2014 <ul style="list-style-type: none"> - Fill Rate 99% - Instock 98% - Weeks on Hand 6
Market Complexity:	<ul style="list-style-type: none"> • Fulfillment of Customer Needs • Efficient response to customer needs and tailor made commercial plans and service • Continuous improvement in cost reduction • Effective processes, that guarantees governance and control of the operation, always working under compliance environment.
Leadership Responsibilities	<ol style="list-style-type: none"> 1. Build great relationships with those you work with, both internally and externally. Capable to inspire and influence others to reach business objectives 2. Be imaginative in finding solutions, generate ideas and move them to action 3. Develop and apply a great understanding of the business to your work 4. Be an ambassador of Diageo Externally 5. Build alignment, commit and outstanding teamwork 6. Be clear about your own performance commitments 7. Demonstrate drive to make a positive difference to business performance 8. Grow your capability and experience
Purpose of de Role	<ol style="list-style-type: none"> 1. Partnership with the commercial team to improve: ordering, delivery and store replenishment in customer's work processes in order to improve on-shelf availability. 2. Understand customer core work processes and develops programs or solutions to achieve both business results and build customer satisfaction.

	<ol style="list-style-type: none"> 3. Leverage with both internal and external areas to accomplish goals 4. An active intervention in any scenario at all levels in the company 5. Drive collaborative planning with customers as input into the sales forecast 6. Monitors and measures internal and external indicators to effectively manage costs, service excellence and sales growth. 7. Support the customer's replenishment projects to ensure right levels of inventory, fill rate, in stock
Top Accountabilities:	<ul style="list-style-type: none"> • Out of stock reduction: Forecasting and replenishment with customer to drive sales growth • Inventory optimization: Identify Risks and Opportunities • Active role with valuable inputs in the JBP creation process • Visibility through reporting • Cost to serve tracking
Qualifications and Experience Required:	<p><u>Capabilities required</u></p> <ul style="list-style-type: none"> • Analytical thinking • Learn quickly • Deeply understanding of the Supply Chain • Commercial sense • Relationship management • Fully Bilingual Spanish-English • Excellent written and verbal communication skills • Windows Office (Specially Excel) <p><u>Desirable</u></p> <ul style="list-style-type: none"> • Good consumer insight • Knowledge of SAP and Retail Link • Project management skills • Supply certifications in CPFR (APICS) or CPFR Experience • Negotiations skills
Team development	<ul style="list-style-type: none"> • Cross-Functional skills
Flexible Working Options:	<ul style="list-style-type: none"> • Continuous mobility within the city • Occasional traveling inside the country.