



Digital & E-Commerce



Pursue progress.
Discover extraordinary.



DATA ANALYTICS LEAD

Role Specification



Global Executive Search & Selection

www.mannersmaclean.com

Turn the
impossible
into the
possible



Sanofi – creating opportunities
E-Commerce & Digital in
Consumer Healthcare Europe.

Manners Maclean are delighted to be working with Sanofi to identify and attract exceptional E-Commerce and Digital talent who will drive business growth and strategic ambition for the future.

In a time of already significant growth, we're searching for leaders with a significant track record of delivery and success to join a business that helps highly talented individuals embark on a faster career trajectory in a truly meritocratic environment where they can flourish.

50 Years – Global Healthcare Leader

Over the last 50 years, Sanofi has grown into a diverse, global healthcare leader, with a rich heritage of patient-centric scientific discovery. This history includes the first treatments for many rare diseases and the establishment of standards of care in diabetes and cardiovascular disease. Sanofi's commitment to public health has helped protect hundreds of millions of people from influenza every year for decades and pushed polio to the brink of eradication, while its scientific vision has led to breakthrough innovations in the treatment of inflammatory diseases.

With roots in a variety of diverse companies, Sanofi is today the combination of many cultures, identities, and brands. Its new brand is rooted in this heritage and brings this diverse history together in a single common identity for the first time. This manifestation of the company's journey highlights an ambitious strategy for the future.



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Sanofi Consumer Healthcare

At Sanofi, we are on an exciting journey as we have created a fully standalone Consumer Healthcare (CHC) Business Unit – an agile, consumer-centric and responsive organization to deliver our ambition to become the best Fast Moving Consumer Health (FMCH) company In & For the world.

In Consumer Healthcare we have one shared mission– to work passionately, every day, to ‘serve healthier, fuller lives’ now and for the generations to come.

In order to do so, we strive to act as a force for good by integrating sustainability along business and employees’ mission and operating responsibly from both a social and environmental point of view.

Everything we do is centred around people – consumers, customers, healthcare professionals, and employees – across the world. Sanofi Consumer Healthcare, have ambitious plans to grow, even stronger and faster than their competitors and outperform the rest of the market.

It’s well recognised that Digital and E-Commerce is revolutionising the Healthcare industry. So much so that by 2026, it’s expected that around 15% of the Sanofi Consumer Healthcare business, (accounting for >1Bn €) will be made through E-Commerce, and 50% of Sanofi sales growth will be directly linked or influenced by E-Commerce.

To achieve these growth ambitions the strength of our E-Commerce and Digital functions will be vital, which is why we’re growing our teams in these strategically important disciplines. In fact, we’re are looking for talent right across Europe that will help shape the future of CHC with skills and behaviours specific to the FMCH market.

People who:

- Like agility and new ways of working
- Value operational autonomy and speed decision-making
- Are passionate about data and digital transformation
- Are consumer-obsessed and want to make a difference
- Have an entrepreneurial spirit

DATA ANALYTICS LEAD

Within Consumer Healthcare, we have the ambition to Grow and Perform even stronger and faster, ahead of the Market. That's why we are looking for talents that will help us shape the future of CHC with skills and behaviours specific to the FMCH market. People who:

- Like agility and new ways of working
- Value operational autonomy and speed decision-making
- Are passionate about data and digital transformation
- Are consumer-obsessed and want to make a difference
- Have an entrepreneurial spirit

The Role

We are enlarging our capabilities and looking to hire a Data & Analytics Lead reporting to the Head of eCommerce & Digital.

As part of the Sanofi Consumer Healthcare eCommerce team, you will have responsibility for a strategic role where you will define the data & analytics strategy, set the standards, turn insights into action to ensure continuous learnings & improvements, partner with the Retailer Media lead & Digital shelf lead in the market to attain/maintain operational excellence and test new activations to offer a seamless consumer experience on our brands.

Defining the Role

- Work in collaboration with Retailer Media Lead & Head of E-Commerce
- Develop and own the strategic roadmap in digital shelf

- Work in collaboration with Retailer Media Lead & E-Shopper & Digital Shelf Lead
- Tracking and monitoring market/competition data, Digital Shelf/ACES (Assortment, Content, Experience and Search), and pricing KPI's on an ongoing basis
- Provide insights, data, analyses and recommendations to all online business-related teams, and support their data driven decision making process
- Build sales performance report of sell in and sell out (granularity is country specific), standardize and produce key business reports and analyses, such as campaign reports, pricing reports, ACES dashboard, etc.
- Analyse market trends and competitor landscape in terms of category and consumer engagement, for example, in order to optimize our activities, such as campaigns, promotions, pricing, SISO and customer negotiations
- Drive overall account P&L optimization through identifying and driving specific cross functional initiatives including supply chain, ITS and other engagements
- Anticipate market trends in terms of data collection and analysis, and actively implement cutting edge tech tools and improve capabilities to bring our data knowledge and complexity/granularity to the next level
- Build ad hoc analyses and projects related to data/insights gathering for the eCommerce team, and give objective recommendations that are action driven
- Effectively link/create synergy across different internal functions through data, thus breaking silos. Connect the dots and make enriching and well-rounded reports and analyses, that are multidimensional
- Consistently share best practice and evangelize/advocate about the importance of eCommerce, and coach/train internal and external stakeholders on eCommerce knowledge

Personal Attributes

Must have:

- 5 years of data analytics related experience (data analyst, business analyst, data manager, etc)
- Quick learner, flexible and able to adapt to an ever-evolving working environment and competitive market dynamics
- Entrepreneurial spirit, hands on, action-oriented
- Knowledge and command of specific tools and languages (country specific), such as Power BI, Access, Excel, SQL
- Analytical/logic thinking, affinity dealing with big and complex set of data in order to extract insights
- Fluent in English

And at least 4 of the following:

- Experience in FMCG is an advantage/FMCH/Analytics company (Nielsen, Nicolas Hall, IQVIA...)
- Broader understanding of Digital & eCommerce eco-system
- Strong communication, experience in influencing & inspiring internal stakeholders
- Detail oriented, organized and structured
- Project management skill
- Ability to prioritize and manage time efficiently

To *serve*
healthier and
fuller lives for
now and
for the
generations
to come

DATA ANALYTICS
LEAD

JOB TITLE
Data Analytics Lead

LOCATION
Germany

SALARY
Commensurate with level and
importance of position

BENEFITS
Substantial



sanofi

Global Executive Search & Selection



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