



# Digital & E-Commerce



Pursue progress.  
Discover extraordinary.



## RETAILER MEDIA LEAD

### Role Specification



Global Executive Search & Selection

[www.mannersmaclean.com](http://www.mannersmaclean.com)

Turn the  
impossible  
into the  
*possible*



## Sanofi – Creating Opportunity

Manners Maclean are delighted to be working with Sanofi to identify and attract exceptional E-Commerce and Digital talent who will help them not only meet, but exceed their global, business growth targets.

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

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

Sanofi's new Consumer Healthcare company is a standalone company and a separate legal entity – but remains part of the Sanofi organisation.

Sanofi CHC 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, Sanofi 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 Sanofi does 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

## RETAILER MEDIA LEAD

Sanofi Consumer Healthcare are building and enlarging E-Commerce capabilities right the way across Europe. In Poland, Sanofi are currently looking to hire a Retailer Media Lead reporting to the Head of E-Commerce – influencing and driving traffic to the page, responsible for developing position in rankings, developing loyalty with consumers (new and old) and the retailers – being appointed key media partner to retailer – accelerating growth and driving best practice locally and across the region (sitting on European Best Practice team) – sitting at the border between digital and ecommerce.

### The Role

As part of the Sanofi Consumer Healthcare eCommerce team, you will have responsibility for a strategic role where you will define & optimize the Retailer Media strategy, set the KPIs, partner with the Digital Marketing team, Head of eCommerce & Digital Shelf lead to build an end-to-end Digital-eCommerce strategy across the Funnel, and continuously optimize activities based on new trends to offer a seamless consumer experience on our brands. In addition, you will ensure value delivery by using performance metrics and analysis.

This is a fast growing environment, and the opportunity for career development is significant. Sanofi seek talent for this position that will have the capability and aspirations to grow . This is a pivotal and high profile role within an exciting business at a very significant time in their development.

### Defining the Role

- Work in collaboration with the Head of eCommerce & Digital marketing head
- Define Retailer Media Strategy at local level with strong recommendations on the activations to prioritize
- Connect Retailer Media Strategy to Digital & Precision marketing campaigns to build an E2E funnel strategy on our brands
- In conjunction with Digital Marketing & Head of eCommerce, ensure that online and offline marketing/promotional calendars and cycle plan are in sync with our strategy and campaigns are well coordinated
- Build a “Digital-Commerce First” culture across functions
- Define Sales & Non-Sales KPIs to focus on for each market based on level of investment
- Analyze the performance of our onsite & offsite activations and build learnings
- Apply learnings from our activation to optimize our media spends
- Be at the edge of new trends and deploy a “first come advantage” strategy to build our leadership in time
- Educating cross-functional teams, coaching, mentoring and experience managing performance driven by service level standards and KPIs
- Work with Global CoE & Regional eCommerce team members to prepare the technology agenda for ecommerce aligned with the business plans and help roll out across markets working in tandem with the Region
- Communicating effectively, organizational skills, problem solving and multi-tasking
- Operating effectively in a changing environment and using initiative

## Personal Attributes

- 5-8 years commercial experience (Sales, Category management, Shopper Marketing, Digital Marketing)
- At least 5 years' experience in eCommerce
- Hands-on experience in driving Retailer media strategy onsite & offsite
- Capacity to adapt to shopper trends, test & learn oriented mindset
- Analytical skills
- Fluent in English

### And at least 4 of the following:

- Experience in FMCG/Healthcare/Pure Players/GAFAM
- Broader understanding of eCommerce and Digital
- Above market/International experience
- Proven Track records of successful initiatives
- Incredible communication skills, experience influencing senior level stakeholders
- Hands-on mentality and focus on delivering business results
- Work in a cross-functional way, ability to manage stakeholders



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

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RETAILER MEDIA LEAD

JOB TITLE

Retailer Media Lead

LOCATION

Warsaw

SALARY

Commensurate with level and importance of position

BENEFITS

Significant

**sanofi**

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