



# Digital & E-Commerce



Pursue progress.  
Discover extraordinary.



## E-SHOPPER & DIGITAL SHELF LEAD Role Specification



Global Executive Search & Selection

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



Pursue progress.  
Discover extraordinary.

## 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

## E-SHOPPER & DIGITAL SHELF LEAD

In CHC, we are on an exciting journey to create an agile, consumer-centric and responsive organization to deliver our ambition: to become the best Fast Moving Consumer Health company In & For the world. As part of the CHC team, you will have the opportunity to work in an environment where people can thrive, grow, enjoy and be at their best. So if working on top brands such as Allevia® or Buscopan® excites you and you are motivated by seeing the direct impact of your work as a consumer yourself in your favourite online retailers, then this role is for you.

### The Role

At Sanofi Consumer Healthcare, we believe Digital & eCommerce will revolution the Healthcare industry, improve our consumers well-being to make them live healthier and fuller lives. To reach our ambition in e-commerce, we are enlarging our capabilities and looking to hire an E-Shopper & Digital Shelf Lead reporting to the E-commerce Lead Italy.

As part of the Sanofi Consumer Healthcare eCommerce team, you will have responsibility for a strategic role where you will define the Digital Shelf and E-Shopper strategy, set the standards, define action plans to ensure that minimum operating standards are met, partner with the Retailer Media & Digital lead in the market to attain/maintain operational excellence and continuous improvement to offer a seamless consumer experience on our brands. In addition, you will ensure value delivery by using performance metrics and analysis.

### Defining the Role

- Develop and own the strategic roadmap in digital shelf
- Upgrade the Digital Shelf strategy focusing on 4 key pillars:
  - Define the core assortment strategy in the country
  - Upgrade the Content strategy based on consumer's expectations & tech-advanced partners to improve SEO
  - Monitor, analyse & build recommendations to optimize R&R
  - Define the SEA strategy at E-Retailer's level and monitor ROI for our core-brands
- Apply Best-in-Class standards from the Region and share best practices across the Regional eCommerce community to accelerate execution.
- Work in collaboration with Regional & local Category, Supply Chain, Sales, eCommerce & Digital teams.
- Analyse performance using the Digital Shelf performance tool, share insights and recommend action plans to key stakeholders.
- Understand, analyse and communicate clearly the shopper, category and trade dynamics in the market, now and in the future.
- Be the shopper and customer focused voice within the company & fully understand the shopper journey in the eCommerce channel(s).
- Work collaboratively with market research teams to identify shopper needs.
- Educate teams and 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.
- Communicate effectively, organizational skills, problem solving and multi-tasking
- Operate effectively in a changing environment and using initiative.



## Personal Attributes

### Must have:

- 5-7 years' commercial or marketing experience (Category management, Shopper Marketing, Digital Marketing)
- At least 5 years' experience with eCommerce businesses (retailer, manufacturer or D2C).
- Strong hands-on experience of digital shelf execution with concrete achievements (Management of tools, Content creation, SEA/SEO, Portfolio availability management...)

### And at least 5 of the following:

- Experience in Healthcare/Pure Players/GAFAM.
- Broader understanding of eCommerce and Digital ecosystem (Understands ecommerce algorithms, how to influence them).
- Strong communication skills, experience influencing & convincing internal & external stakeholders.
- Execution with excellence.
- Experience in Digital Shelf execution in a regulated environment.
- Fast learner with ability to adapt to market trends.
- Agile, test & learn mindset.



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

---

E-SHOPPER & DIGITAL  
SHELF LEAD

JOB TITLE  
E-SHOPPER & DIGITAL  
SHELF LEAD

LOCATION  
ITALY

SALARY  
Commensurate with level and  
importance of position

BENEFITS  
Substantial

**sanofi**

# Global Executive Search & Selection



Pursue progress.  
Discover extraordinary.



T: +44 (0)207 484 8710

E: [mail@mannersmaclean.com](mailto:mail@mannersmaclean.com)