



# Digital & eCommerce



Pursue progress.  
Discover extraordinary.



## ECOMMERCE LEAD

### Role Specification



Global Executive Search & Selection

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

Turn the  
impossible  
into the  
*possible*



Sanofi – creating opportunities  
Ecommerce & Digital in  
Consumer Healthcare Europe.

Manners Maclean are delighted to be working with Sanofi to identify and attract exceptional Ecommerce 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 Ecommerce 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 Ecommerce.

To achieve these growth ambitions the strength of our Ecommerce 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

## ECOMMERCE LEAD UKRAINE

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 an Ecommerce Lead Moscow reporting to the Sales Director.

As part of the Sanofi Consumer Healthcare Ecommerce team, you will have responsibility to take full ownership for the development and delivery of the Russian online marketplace focusing work strongly on internal awareness and capability whilst also engaging and delivering with key external partners.

## Defining the Role

- As part of the company's global business strategy through managing the Ecommerce channel development team, implement the commercial strategy for the online retail channel in specific regions/customers in line with the group's objectives and procedures.
- Identify and analyse consumer needs and opportunities and threats
- Manage the development of a team of key account managers in the online sales channel: setting and tracking timely delivery of business objectives and KPIs at weekly and monthly status meetings, preparing personal development and training plans providing feedback/bonus scheme.
- Establish and develop relationships with Pharmacy Chain Head Offices in the online channel. Represent the company's online strategy, ensure product and price availability of drugs to consumers through the online retail channel.
- Develop an annual marketing plan for key pharmacy chains in the online sales channel with monthly investment evaluation as part of the division's ROI approach.
- Budget planning and investment management for key pharmacy chains in the online sales channel.
- Manage and develop content strategy in the online sales channel in collaboration with brand teams and digital.
- Manage all communication processes for the development of the online sales channel:
  - External communication: with the Region.
  - Internal communication with all involved business units: retail & distributors, digital, brand teams, trade marketing, business intelligence, finance, legal, compliance.



## Personal Attributes

- 5+ years commercial/Marketing experience (Category management, Shopper Marketing, Digital Marketing)
- Higher education – business/economic/marketing education is highly desirable
- Experience developing and overseeing digital marketing strategies
- Understanding of web analysis
- Ecommerce background
- Knowledge of digital marketing channels such as PPC ,SEO, Social Media Display and affiliate marketing channels
- Knowledge of attribution modelling, A/B testing, conversion management, sales journey, traffic analysis and reporting tools
- English level – Upper Intermediate
- Driving license B category

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

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ECOMMERCE LEAD

JOB TITLE

Ecommerce Lead

LOCATION

Moscow

SALARY

Commensurate with level and importance of position

BENEFITS

Substantial



**sanofi**

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