

Senior Manager, Revenue Optimization

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Company: Dyson

Location: Japan

Category: other-general

About the Role

Reporting to the Head of Demand & Sales Planning, JP, the incumbent will play a key role in the overall market strategy of the company on a local market scale.

You will work closely with cross-functional teams, including marketing, sales, finance, and supply to develop and execute market entry strategies and identify growth opportunities. Your main objectives will be to use the promo, pricing, SKU portfolio management analysis to optimise the company's revenue, working closely with the multi-functional team.

Main responsibilities include but not limited to:-

Establish the promo mechanics & governance and ensure this is executed with excellence

Work closely with marketing team to develop targeted portfolio strategies for the JP market and maximize the outcome of new product launches thanks to best-in-class planning.

Collaborate on the development of promotional activities to drive demand in market.

Align pricing strategy and guidelines together with Marketing and Finance teams and ensure effective implementation of pricing strategies and policies

Drive SKU portfolio optimization (SKU productivity, channel strategy, Phase in Phase Out) to deliver significant cost savings while rationalizing the SKU portfolio

Collaborate with sales, finance, and demand planning teams to coordinate sales and revenue forecasts (lead inventory allocations). Analyse historical data, market trends, and business drivers to accurately forecast market demand and revenue projections. Monitor

and report on actual performance against forecast

Translate market insights into actionable strategies to drive growth and market expansion. Identify strategic initiatives, including market entry strategies, product portfolio expansion, and partnership opportunities, to capitalize on market potential. Align strategic plans with the company's overall vision and goals

Track and analyse KPIs to measure the success of market strategies and initiatives (portfolio performance, new product launch, pricing strategy)

Prepare regular reports and presentations for senior management, highlighting performance trends, market insights, and strategic recommendations. Conduct post-implementation reviews to assess the effectiveness of market strategies and identify areas for improvement.

About You

To be successful in this role, you will have strong understanding of market analysis methodologies, strategic planning, revenue management techniques and pricing strategies. You are a strategic thinker with the ability to envision and drive long-term market objectives.

Previous skills & experience:-

Bachelor's degree in Business Administration, Marketing, Finance, or a related field.

A master's degree or MBA is a plus

Solid and proven experience in sales, market strategy, revenue management, pricing, or related roles

Analytical mindset with excellent quantitative and data analysis skills

Strong business acumen with the ability to translate market insights into actionable strategies, financial metrics, and P&L

Excellent communication and presentation skills for effective stakeholder management

Proactive and results-oriented with strong project management skills

Proficiency in data visualisation and reporting tools

Advanced proficiency in MS Excel or other spreadsheet applications

Familiarity with market research tools, CRM systems, sales planning tools

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