



## POSITION DESCRIPTION

**JOB TITLE:** Sales Finance Manager

**DEPARTMENT:** Business Planning, Finance

**REPORTING TO:** Director, Corporate and Commercial Finance

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### SUMMARY:

Reporting to the Director, Corporate and Commercial Finance, the Sales Finance Manager is the primary financial business partner to the Sales (incl. Business Development) team, providing insight on pricing strategies and account profitability for existing and new business opportunities. The Sales Finance Manager is responsible for leading the budgeting and forecasting workflow for Gross Sales, Discounts and Chargebacks and customer/channel performance and profitability, conduct analysis of sales opportunities to drive financial performance, and collaborate with key stakeholders to identify opportunities and improve profitability results by building and maintaining complex financial models. This is a hands-on entrepreneurial role that will provide key analytical support to the Sales and Business Development teams and plays a lead role in establishing and elevating the sales finance function across the organization.

### DUTIES AND RESPONSIBILITIES

- Development of financial plans including partnering with Sales team to budget and forecast for the short and long term by:
  - Support Sales leaders in developing a clear understanding of their financial plans and how it fits into the function's and organization's overall strategy
  - Partner with Sales and various other areas of the organization to understand the drivers of value, including the story behind the numbers
- Lead a team of financial analyst(s) and play a key role in their training and career development
- Design and implement a New Customer Engagement Process, including but not limited to:
  - Leading new customer strategy including alignment on how it supports our organizational strategy as well as the role it plays in our existing channels and/or customer base
  - Forecasting total cost-to-serve, including trade promotions, non-working trade, logistics structure and other customer-related expenses
  - Actively support and contribute to contract negotiations
- Design, establish and lead monthly Sales performance reporting reviews, including Customer and Channel P&Ls are accurate and effectively communicated with the Sales function
- Educate the Sales function on financial performance metrics with alignment on results and action plans
- Lead in advising and support pricing negotiations and other commercial terms for customer contracts
- Effectively and concisely communicate and positively influence decision making at all levels of the organization
- Ability to build complex financial models on an as needed basis to support effective decision making
- Drive an environment of continuous improvement by strengthening, modifying or eliminating current processes to increase efficiency and strengthen controls
- May require occasional travel for external customer-facing events
- Exceptional collaboration skills that support working in a cross-functional environment with an ability to communicate complex financial concepts and analysis to various levels of the organization

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**EDUCATION AND EXPERIENCE**

- Bachelor's degree in Accounting or Finance
- Professional Finance Designation (CPA/CMA/CGA/CA or CFA) preferred
- Minimum 8 years experience a finance environment with at least 5 years in financial analysis
- Advanced skills with MS Office (PowerPoint and Word), expert skills in Excel

**RELATED SKILLS, KNOWLEDGE AND ABILITIES**

- Demonstrated experience in business planning and accounting/finance in a high paced and continually evolving environment; high degree of comfort with ambiguity
- Ability to build and pioneer strong relationships across different functions outside of Finance; effective collaboration with cross functional teams will be critical to success
- CPM system experience would be considered an asset
- A self-starter and results-driven individual with the ability to work in a dynamic, high-growth and ambiguous environment
- Demonstrated analytical, problem solving and decision-making abilities
- Excellent communication skills, both verbal and written
- Ability to prioritize, and re-prioritize, under the pressure of tight deadlines and handle multiple projects in a fast-paced, continually changing environment
- Strong interpersonal skills; able to work independently and as a part of a team
- Advanced modelling skills required