



Vacancy

Regional Operations & Planning Manager





Stanley is an iconic brand, well-known for their high-quality, sustainable drink containers, and original green thermos. They've been going viral on social media and have doubled sales in the past two years. Now, they're solidifying ongoing growth with a focus on innovation and sustainability. The **Regional Operations & Planning Manager** ensures the EMEA commercial planning is fit to sustain this growth.

Requirements

- Over 6 years of experience
- In sales operations
- Or in planning and forecasting
- Within the luxury FMCG segment (e.g., premium sports, wellness, home decoration, or food & beverages brands)
- Fluent in English

 **Amsterdam**

 **Minimum of 6 years' experience**



About the company

Stanley

Founded in 1913, the company has put major efforts in recent years towards expanding its product range, thereby changing how we store and consume food for good. Since 2021, the company has been doubling its annual revenue every year and is on track to keep doing so in the near future.

To achieve this fast growth, Stanley focuses on its core strengths: innovation and sustainability. One example of innovation is the Camping product line; another is creating products in vibrant colors to appeal to the young demographic. Stanley's sustainability proposition focuses on creating products that last a lifetime, from recycled materials and wrapped in paper packaging.

The globally operating brand, owned by HAVI, has its headquarters in Seattle. The EMEA region is served by a commercial team of around fifteen people in Amsterdam. To sustain the current growth track, everything in the production and sales process needs to be executed to perfection. Supply chain planning is a major component of this - which is where the Regional Operations & Planning Manager comes in. ▶



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The Regional Operations & Planning Manager ensures consistency in Stanley's EMEA inventory forecasting, to allow accurate ordering and inventory planning in line with demand from the supply chain team. Proper forecasting needs to happen for both the distributor domain and the direct-to-consumer domain, which again is split into offline retail and online sales. The Regional Operations & Planning Manager is part of the EMEA leadership team, reporting to Ben James, General Manager EMEA.

The Regional Operations & Planning Manager manages the periodical forecasting process, redesigning it if needed and providing reports to the Global Sales Planning, Finance, and Commercial teams. They will also take the initiative to add or substitute metrics and own the regional sales forecasting process, providing revenue and expense input to the quarterly and annual budget cycles. They will employ the relevant systems and tools based on experience and vision, and support integrating these across the IT, Finance, Creative, Product, and Commercial teams. They will create, distribute, track, and report on the Sales team's bonus KPIs, targets, and performance, and they provide the Regional Sales team with business performance KPIs and reports.

The Regional Operations & Planning Manager manages the Sales & Commercial go-to-market calendar and ensures the Sales Planning tools and deliverables, including sales meetings and trade shows, are aligned with the Global go-to-market calendar. They will also keep a close eye on brand protection, providing input and guidance and executing the regional brand strategy, as Stanley's sales on external platforms and marketplaces continue to grow. ▶

This is a strongly data-driven commercial role, at a unique, fast-growing, top-shelf brand. A candidate with Sales Operations, Planning, and Forecasting experience in premium FMCG products will get the opportunity to be part of and make an impact on a fast growing global organization with excellent brand recognition and an exciting future.



Interested?

Stanley is working with Top of Minds to fill this vacancy.
To express your interest, please contact Emma de Wit at emma.dewit@topofminds.com.

“After one year, the Regional Operations & Planning Manager will have set up a smoothly running standard operating process, in line with our global vision and strategy, to which the sales team is fully adapted, and which optimally supports the regional supply chain team.”

**Ben James,
General Manager EMEA**