

## General Manager, Growth & Product, Greenstock, Woolworths Group

# WOOLWORTHS GROUP



### Company details:

Woolworths Group '**Group**' is a major Australian company with diverse retail interests throughout ANZ. It has ~1,400 stores across ANZ that span food and general merchandise. Woolworths is a proud, home-grown Australian business; employer of ~150,000 people and committed business-partner of many thousands of local farmers, producers and manufacturers.

Woolworths is on a journey to becoming a purpose-led organisation. It is united by the Group's purpose, "We create better experiences together for a better tomorrow", which creates the framework for how the Group aspires to operate and to be better for its customers, its team, the communities it serves and its shareholders.

Enabled by this purpose, the Group is transforming into a new era as an ecosystem retailer, more focused on food and everyday needs with a customer-first/team-first culture at its core, enabled by data and technology. The Group's ecosystem comprises B2B Food; B2C Food & Everyday Needs; Platforms & Partners, and More Everyday (complementary categories & services), all of which work in concert to unlock value and opportunities for the Group, its partners and its customers.

As part of its transformation to an ecosystem retailer, the Group launched Greenstock in 2021. Greenstock is a standalone, end-to-end multi-channel beef, pork and lamb business, consolidating the Group's existing livestock procurement, processing, trading and supply/demand teams with significant growth ambitions. It combines deep industry expertise with advanced analytics to deliver high-quality and sustainable red meat to Woolworth's Channels. Greenstock focuses on responsible livestock production, procurement, animal handling and welfare & sustainability. Accordingly, Greenstock's livestock are reared and sourced in Australia in a way that meets the Group's welfare policy and national regulations, and promotes responsible production to benefit people, communities and the planet. Greenstock supports the integrity of paddock to plate safety, quality assurance and traceability.

### Role details:

Reporting to the Managing Director of Greenstock, the General Manager, Product & Growth ('**GM**') is a visionary leadership position in the Greenstock and broader B2B team, responsible for bridging traditional departmental silos to drive a culture of transformation, customer-centricity and high-performance across the Group's red meat supply-chain. Partnering strongly with peers, the GM will lead the development of the Greenstock brand and personality; the overall product portfolio; brand hierarchy; strategic revenue frameworks, and Account Management and New Business teams across all Channels.

The role has the following priorities.

### Strategy

- Designing a contemporary commercial model to position Greenstock for growth
- Refining and delivering Greenstock's marketing and brand strategy
- Developing and executing the product vision and growth model
- Promoting a culture of innovation

### Operations

- Leading day-to-day operations
- Delivering revenue and profitability, and driving market growth
- Ensuring clear reporting
- Driving sustainability across the ecosystem

## **Customers**

- Understanding customers across each Channel
- Delivering a high-touch, sustainable customer experience
- Supporting efficient customer acquisition and retention

## **Relationships**

- Forming and nurturing relationships with industry
- Presenting an authentic voice to the market
- Fostering relationships across Greenstock
- Building relationships across the Group

## **Team**

- Attracting, inspiring and developing a high-performing team and establishing a positive culture
- Integrating the team
- Creating a customer-centric & innovative mindset

The ideal GM will have functional expertise most likely gained as a senior manager in business development, product or brand & marketing within the protein sector. In particular, a strong understanding of demand-led supply-chains with knowledge of carcass optimisation is highly desirable. Alternative industry experience may be other primary industries with complex supply-chains, such as agriculture, aquaculture, dairy or viticulture. The hired candidate will have in-depth experience in customer, sales enablement and demand-led planning; a strong understanding of the critical value-add and secondary manufacturing opportunities in the supply-chain, and an appreciation of the on-farm, live animal, strategic aspect of the supply-chain. They will have direct experience in contemporary methods of using analytics and forecasting.

The new GM will have strong capabilities across B2B marketing, business development, account management and product development across multiple channels. They will be experienced in traditional and digital go-to-market strategies. Their experience will have been gained in a metrics-driven environment with a strong track-record of delivering tangible return-on-investment-focused outcomes.

A bachelor's degree or equivalent is desirable. They may have either Australian or offshore market experience, or a combination thereof.

## **How to apply**

For a detailed role specification, please contact Helen Johnson at [Challis & Company](#), the Executive search and Leadership consulting firm advising Greenstock, on +61 2 8039 2223 or at [GreenstockGP@challis.co](mailto:GreenstockGP@challis.co). Challis & Company is simultaneously conducting an executive search.