

## Who, What, & Where

Driving export development requires a balance of headquarter resources and people “waking up” in the country they are managing. Export Solutions shares 12 key roles required to partner effectively.

Noted: Export managers create miracles, with one person handling many functions!

Role	Work	Location
VP/General Manager	<ul style="list-style-type: none"> <li>• Develop export strategy</li> <li>• Obtain resources for team</li> <li>• Deliver annual results</li> </ul>	Headquarters
New Business Development	<ul style="list-style-type: none"> <li>• Prioritize expansion countries</li> <li>• Due diligence on new partners</li> <li>• Close new business deals</li> </ul>	Headquarters
E-Commerce Manager	<ul style="list-style-type: none"> <li>• Create e-commerce strategy</li> <li>• Develop export tool kit</li> <li>• Train distributor teams</li> </ul>	Headquarters
Distributor Management	<ul style="list-style-type: none"> <li>• Establish local priorities</li> <li>• Train distributor teams</li> <li>• Distributor customer service</li> <li>• Deliver annual results</li> </ul>	Regional
Supply Chain Manager	<ul style="list-style-type: none"> <li>• Deliver distributor orders</li> <li>• Manage forecast</li> <li>• Distributor customer service</li> </ul>	Headquarters Regional
Trainer	<ul style="list-style-type: none"> <li>• Share best practices</li> <li>• Support new launches</li> <li>• Company “missionary”</li> </ul>	Headquarters
Digital Marketing Manager	<ul style="list-style-type: none"> <li>• Develop/distribute content</li> <li>• Train distributor teams</li> <li>• Maintain digital portal</li> </ul>	Headquarters
Trade Marketing Manager	<ul style="list-style-type: none"> <li>• Develop local promotions</li> <li>• Facilitate distributor execution</li> <li>• Analyze results</li> </ul>	Regional
Consumer Marketing Manager	<ul style="list-style-type: none"> <li>• Develop global strategy</li> <li>• Conduct market research</li> <li>• Drive new product pipeline</li> </ul>	Headquarters Regional
Category Analyst	<ul style="list-style-type: none"> <li>• Analyze Trends</li> <li>• Identify opportunities</li> <li>• Calibrate “size of prize”</li> </ul>	Headquarters Regional
Finance Manager	<ul style="list-style-type: none"> <li>• Manage risk</li> <li>• Monitor receivables, f/x</li> <li>• Deliver financial results</li> </ul>	Headquarters
Compliance Coordinator	<ul style="list-style-type: none"> <li>• Facilitate regulatory, registration, trademark, and packaging</li> </ul>	Headquarters