

**Go To Market Strategy Director Jobs in Dubai | PepsiCo Careers**

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Company: PepsiCo

Location: , Dubai, United Arab Emirates

Category: other-general

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### Job Responsibilities:

Provide thought Leadership on overall Sales/Channel Strategies; in particular deliver GTM Strategies for key markets within AMENA working together with operating unit management

Implement GTM frameworks and working tools PepsiCo uses to address GTM issues

Conduct sales diagnostics to detect specific GTM issues, working with all business functions (Sales, HR, Finance etc.). Based on diagnostic findings, identify benefits and develop business case

Design and run the PMO for agreed / high priority initiatives – coordinate with BIS and HR to ensure that all change management initiatives are planned for a smooth implementation

Support the role-out Model / Health Check implementation

### Job Requirements:

A university degree in Business – MBA/ MSc/ PHD from a Top Tier business school

Experience in business consulting at an international firm with relevant experience in the consumer goods industry

Problem solving: structuring, issue identification, data gathering and analysis, synthesis and recommendation development

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