



## **Demand Planner**

### **Position Overview**

As a Demand Planner, you are a data influencer, inspiring cross functional teams to share ideas, debate approaches and receive feedback to deliver more effective analysis to maximize efficiencies, execution, profitability, and growth. As a Demand Planner you use analytical, marketing, and sales data to effectively estimate future product demands. You promote data fluency throughout the organization and become a champion for data/research-based decision-making.

### **Key Accountabilities:**

- Perform data analysis, review dashboards to drive insights on customer behavior, customer segmentation and business rules.
- Communicate insights to stakeholders with a data-driven point of view and plan for action.
- Perform sales channel, market, stakeholder analysis to study and evaluate customer demands.
- Support management with risk assessments and mitigation activities.
- Develop demand forecasts based on demand patterns and business trends.
- Process forecast adjustments based on seasonal products, promotions, discount, and rebates.
- Determine demand forecasts to support financial and inventory plans.
- Develop and execute demand and supply plan to achieve company goals.
- Perform root cause analysis of demand issues and provide permanent resolutions.
- Escalate complex demand issues to management for immediate resolutions.
- Monitor inventory levels and replenish appropriate products.
- Manage and improve forecast accuracy, generating forecasting solutions.
- Drive demand consensus through consistent communication with Sales, cross functional teams and Leadership team.
- Address demand-related issues in a timely and effective manner
- Schedule monthly forecast meetings with all customers as required.
- Schedule monthly supply planning meetings with Supply Chain to review capacity needs.

### **Skills/Education/Qualifications:**

- Bachelor's Degree in Business, Economics, Mathematics, or equivalent experience.
- 3 to 4 years in retail or promotional products industry with proven success in a demand/supply planning, inventory management, forecasting or closely related role.
- Strong business analytical skills; scenarios and statistical analysis; strong knowledge of S&OP and the demand planning process; forecast and planning.
- Extensive knowledge of Microsoft Office Suite (Outlook, Excel, Word, PowerPoint), CyberQuery, FDM4, Atlas, PLM, Salesforce
- Ability to influence cross-functionally.
- Strong time management and organizational skills.
- A supportive team player and a personable and energetic communicator, eager to collaborate and build relationships.