Data & AI Enablement Lead, Digital Sales and Growth

Global function role profile

Function	Tech
Job	Data & AI Enablement Lead, Digital Sales and Growth
Scope	*Global function with support to priority regions and segments*
Priority stakeholders	*Digital Sales and Growth Regional Tech Commercial Finance Product and Data*
Immediate manager	VP Digital Sales and Growth
Key working relationships	Regional Digital Sales and Growth leads and central specialist teams
Position location	*London with flexible collaboration across regions and time zones*
Direct reports	None

1. Shift and Grow 2030 context

Shift and Grow 2030 is Sodexo's enterprise wide roadmap to accelerate growth, restore competitiveness and deliver disciplined execution. The strategy is organised around three performance pillars and one enabling pillar. This role provides the trusted data, analysis and evidence that help Digital Sales and Growth teams act on those priorities and measure results.

Shift and Grow priority	Contribution of this role
Rebuild the Growth Engine	Provide trusted pipeline intelligence, pursuit insight and outcome evidence so effort and investment focus on opportunities with the greatest growth potential.
Simplify and Standardise the Operating Model	Create common definitions, repeatable analysis, automated reporting and reusable evidence so regions move faster with less manual rework.
Reignite a High Performance Culture	Make performance visible, challenge weak evidence constructively and give teams timely insight that strengthens accountability and decision quality.
Invest Decisively in Tech	Use modern analytics, automation and approved AI tools to improve commercial insight, productivity and the quality of client value evidence.

2. Purpose of the job

The Data & AI Enablement Lead in the Digital Sales and Growth team is the analytical backbone of the function. The role turns commercial pipeline, client, operational, product and market data into clear decisions, credible value evidence and reusable insight. It owns the function's analytical definitions, datasets, dashboards and reporting rhythm; supports priority pursuits with research, analysis, value models and client ready evidence; and connects outcomes back to product and go to market decisions. Regional growth leaders own pursuit strategy and client commitments. Source system, finance, product and data owners retain accountability for their records and professional approvals. This role assures, combines and interprets their data rather than becoming a general bid coordinator or administrative reporting resource.

3. Organisation and operating model

Relationship	Operating expectation
Reports to	VP Digital Sales and Growth
Primary customers	Regional Senior Directors Digital Sales and Growth, regional Tech and commercial leaders and priority pursuit teams
Works with	Finance, CRM and sales operations, product owners, enterprise data teams, operational specialists, bid teams and client account teams
Assures	Definitions, analytical methods, data quality, traceability, visual clarity and appropriate interpretation across function reporting and evidence
Supports	Priority opportunities and accounts through analysis and evidence; does not own the client relationship, commercial decision, source system or professional approval

Decision rights and role boundaries

Stakeholder	Primary ownership
VP and regional growth leaders	Own portfolio priorities, pursuit strategy, client commitments, commercial decisions and the actions taken from analysis.
Data & AI Enablement Lead	Owns analytical definitions, consolidated datasets, dashboards, analysis, value evidence, quality checks and clear communication of limitations.
Commercial operations and source owners	Own source system processes, opportunity records, master data and correction of records at source; respond to identified quality issues.
Product and enterprise data teams	Own product telemetry, governed data platforms, technical standards, access controls and production analytical services.
Finance privacy and specialist approvers	Own financial validation, privacy, security and professional approval of assumptions or claims within their authority.

4. Primary responsibilities and expected deliverables

Growth portfolio intelligence and reporting 25 percent

- Build and maintain a single, transparent view of opportunities supported by Digital Sales and Growth, including value, stage, probability, support level, effort, region, segment, risks, decisions and outcomes.
- Define common metrics and reporting rules with growth, commercial and Finance leaders so portfolio performance is comparable across regions without concealing local context.
- Produce concise weekly and monthly insight for leadership, highlighting material movement, gaps, concentration, capacity constraints and decisions required rather than circulating data without interpretation.
- Track decided outcomes and maintain an auditable evidence trail for supported wins, losses, retention, expansion and live opportunities.

Client and pursuit analytics 30 percent

- Support regional growth leaders and bid teams with client, sector, competitor and portfolio analysis before and during priority pursuits.
- Translate client datasets into decision ready insights, opportunity hypotheses, benchmarks and visualisations that strengthen discovery, solution design, workshops, written responses and demonstrations.
- Work with specialists to validate calculations, assumptions, sample sizes, definitions and sources before insight is used in a client proposition or executive presentation.
- Respond at pace when information is incomplete by documenting limitations, applying proportionate checks and distinguishing fact, estimate, assumption and recommendation.

Value modelling evidence and learning 20 percent

- Develop practical value models covering cash savings, cost avoidance, capacity released, risk reduction, service performance, sustainability and experience outcomes.
- Establish credible baselines, unit values and attribution assumptions with Finance, operational and subject matter owners; avoid presenting time saved or correlation as realised financial benefit without evidence.
- Curate a searchable evidence base of case studies, performance results, client proof points, benchmarks and approved claims, with source, period, scope and confidence recorded.
- Run win and loss analysis and identify recurring patterns in client needs, differentiators, objections, competitor positions and delivery gaps.

Data quality governance and automation 15 percent

- Create and maintain the data dictionary, taxonomy, controls and quality checks required for reliable portfolio, pursuit and impact reporting.
- Work with source system owners to resolve missing, duplicated or inconsistent records while keeping ownership of master data and workflow controls in the appropriate platform teams.
- Automate repeatable data preparation, reporting and quality assurance where this improves speed and reliability, using approved tools and complying with security, privacy and responsible AI requirements.

Insight capability and continuous improvement 10 percent

- Create reusable templates, analytical methods, visual standards and self service views that help regional teams answer common questions consistently.
- Build data confidence across the function by explaining definitions, methods and limitations in plain language and coaching colleagues to use dashboards and evidence correctly.
- Connect recurring client and market findings to product, proposition and investment discussions, making the strength and frequency of the evidence visible.
- Test analytical products with users, scale what improves decisions and stop or simplify reports that are not used or do not change action.

5. Accountabilities and measures of success

Key output	Expected result
Trusted growth dataset	A governed, current and reconcilable view of supported opportunities, activity, capacity, commercial outcomes and impact.
Decision ready insight	Short, timely analysis that identifies what changed, why it matters, confidence and limitations, and the decision or action required.
Client and pursuit evidence	Validated analysis, benchmarks, visuals and proof points that make propositions more relevant, credible and measurable.
Value measurement	Consistent models that separate realised savings, cost avoidance, capacity released and non financial outcomes and record attribution assumptions.
Reusable analytical capability	Common definitions, templates, dashboards, evidence and automated workflows that improve speed, consistency and self service.

6. Performance scorecard

Measure	Evidence
Data quality	Completeness, timeliness, reconciliation and error rates for priority fields; issues resolved at source; clear ownership and lineage.
Portfolio visibility	Coverage of supported opportunities and outcomes; consistent reporting across regions; leadership confidence in the current view.
Pursuit and client impact	Examples where analysis changed qualification, proposition, solution, investment or client action; stakeholder feedback on usefulness.
Speed and reliability	Time from request or reporting cut off to usable insight; on time delivery; repeatability of calculations and quality assurance.
Value evidence	Number and quality of validated value cases and proof points; transparent baselines, unit values, attribution and confidence.
Automation and reuse	Reduction in avoidable manual reporting; adoption of dashboards, templates and evidence; retirement of low value outputs.
Learning and action	Win and loss insights, recurring client needs and performance findings converted into agreed actions, roadmap inputs or investment decisions.

7. Knowledge experience and qualifications

Essential experience

- Three or more years of relevant experience in commercial analytics, sales operations, business intelligence, data analysis, consulting, finance or a comparable decision support role.
- A demonstrable record of combining data from multiple imperfect sources, improving its quality and producing analysis that influenced a business or client decision.
- Practical experience building dashboards, management reporting, value models and concise executive insight, preferably in a complex B2B, services or matrixed international organisation.
- Experience supporting commercial pipelines, bids, client accounts, product decisions or operational performance is strongly preferred.
- Experience working with confidential commercial and client information and applying appropriate controls, permissions and data handling standards.

Knowledge and capabilities

- Advanced Excel, Power BI and Python capability, including Power Query and data modelling; working SQL knowledge is expected. Experience client analytics (across FM, Real Estate, Finance and Food), workflow automation or approved generative AI tools is advantageous.
- Strong analytical judgement, including data profiling, reconciliation, statistical reasoning, forecasting, scenario analysis, visualisation and the ability to recognise misleading comparisons or unsupported attribution.
- Commercial and financial understanding sufficient to interpret pipeline, contract value, probability, margin, cost, productivity and value realisation measures and to work effectively with Finance specialists.
- Clear written, visual and verbal communication with the confidence to challenge weak data constructively, explain limitations and convert complex findings into a short recommendation for senior stakeholders.
- Fluency in English is required; additional languages are advantageous.
- A relevant degree in Economics, Mathematics, Computer Science or equivalent practical experience is expected.

8. Key stakeholders

Group	Core relationships
Digital Sales and Growth	VP, regional Senior Directors and future function colleagues who set priorities, use insight and provide context.
Commercial	Regional and segment sales leaders, enterprise account teams, bid teams, CRM and sales operations, pricing and Finance.
Tech and Data Hub	Regional Tech leaders, product owners, data platform and BI teams, architects, security, privacy, integration and digital experience teams.
Operations	Food and Facilities Management specialists, mobilisation, operational excellence, sustainability, workplace and supply management.
Client	Client data, technology, procurement, operations, workplace and finance contacts when analysis or discovery requires direct collaboration.

9. Shift and Grow management behaviours

Behaviour	Expectation in this role
Accelerate Growth	Prioritise insight that can change a commercial or client outcome, work at pace and deliver reliable analysis when the team needs it.
Client and Customer First	Start with the client question, use their context and data responsibly, and present insight in a form that supports a better decision or experience.
Decide Fast and Decide Smart	Combine evidence with judgement, state confidence and limitations, and recommend a direction without waiting for perfect data.
Energise People	Make data understandable, recognise the expertise behind it, invite challenge and help colleagues build confidence in using evidence.
Find Better Ways	Automate repeatable work, test and scale useful analytical products, stop unused reporting and improve quality, speed and productivity.
Win as One	Use shared definitions and open dialogue across regions, Tech, commercial, Finance and operations to support predictable reporting and delivery.

10. Priorities for the first twelve months

Period	Expected progress
First 90 days	Confirm priority decisions and users; map source systems and current reporting; agree the minimum data dictionary, portfolio taxonomy, controls and baseline scorecard; identify immediate data quality risks.
Months 4 to 6	Launch the trusted portfolio dashboard and reporting rhythm; establish the value model and evidence library; support priority pursuits; introduce win and loss analysis and targeted automation.
Months 7 to 12	Demonstrate improved coverage, quality and reporting speed; scale reusable insight across regions; retire low value manual outputs; convert findings into product, proposition and investment actions.

11. Management approval

Version	1.0	**Date**	October 2026
Document owner	VP Digital Sales and Growth	**HR review**	To be completed
Tech sponsor	Chief Digital, AI & Innovation Officer	**Approval**	To be completed