

# 15. Roles and responsibilities

## Defining the S&OP process

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For a full overview of the tools see:

Stentoft, J., Freytag, P. V. & Mikkelsen, O. S. (2019), *Improved Competitiveness through Implementation of Sales & Operations Planning*, Department of Entrepreneurship and Relationship Management, University of Southern Denmark.

# Purpose, participants and application

- **Purpose**

- To create clarity of roles and responsibilities among participants in the Sales & Operations Planning (S&OP) process.

- **Participants**

- All participants in the S&OP process.

- **Application**

- In the definition of the S&OP process.



# Roles and responsibilities: Examples

Roles	Responsibilities
S&OP sponsor/owner	Secure awareness, focus, backing and resources
S&OP process manager	Meetings with process owner Secure that meetings are held in the S&OP process and that milestones are met Communication with stakeholders Secure progress
Data steward	Secure reliable data for the overall S&OP process
Demand process manager	Secure the collection and consolidation of sales forecasts including campaigns and new product launches
Supply process manager	Secure capacity overview (people and equipment)
IT	Secure system support to the targeted S&OP maturity level
Finance	Secure that S&OP related KPIs are valid and reliable
HR	Supporting the desired behavior by focusing at and follow up on KPIs