



**JOB TITLE:** National Accounts Manager – Midwest, US    **APPROVED BY:** People Operations  
**DEPARTMENT:** Sales    **APPROVED DATE:** 10/6/2018  
**REPORTS TO:** Sr. Director – National Accounts    **CLASSIFICATION:** Exempt

**SUMMARY:** The National Accounts Manager (NAM) is responsible for the development and implementation of annual customer planning for O’Neill Vintners & Distillers (OVD) in the off-premise chain market. The NAM will maximize performance of OVD brands through execution of priority sales drivers including: promotion, distribution, pricing, collaboration, data analytics, and various other levers. This person will be the direct link between OVD field sales, chain buyers, and the distributor chain teams in the Midwest US and surrounding geographical areas.

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

**Strategic Planning:**

- Responsible for the design, development, and implementation of customized annual plans for specific high priority chains that are targeted as high growth potential of national and custom label brands
- Annual planning, including national programs, as well as regionalized opportunities
- Extensive collaboration between division sales team and trade marketing to ensure goal attainment

**Management Responsibility:**

- High level of authority to set and execute account plans
- Must have strong communication skills to collaborate with Distributor Chain management, Chain Buyers, and OVD Chain and Field Teams to coordinate world-class execution
- Must be a strong self-starter and be willing to adapt to change

**Financial Responsibility:**

- Budget against the volume and profit plan for the company to attain specific and agreed upon goals, while monitoring financial impact against investment (ROI)
- Consistent and concise communication with divisions on internal spending

**Decision Making:**

- Anticipate issues that could prevent assigned markets from meeting/exceeding sales plan and objectives, as well as identify opportunities that could add value to the regions overall performance
- Decisions will be made with sound investment and reflect opportunity that exists to grow healthy business

**Key Outputs:**

- Responsible for a multitude of sales activities, including but not limited to the following:
  - Achieve annual performance objectives
  - Communicate all account specific activities across sales regions and distributor network and assist in building execution plans with field sales
  - Must work within assigned budgets for A&P and T&E
  - Must be strategic and forward thinking. Must always be looking for opportunities to drive the business.
  - Must be able to develop strong business relationships both internally and externally

**QUALIFICATIONS:**

- Bachelor’s Degree in Business Administration or related field
- Relevant work experience in beverage alcohol sales with regional/national chains
- Distributor sales experience a plus with relationships with Breakthru Beverage, Southern Glazers Wine and Spirits, and RNDC a plus
- Hands-on experience with creating and managing account-specific programs and marketing support
- Comprehensive analytical, strategic and tactical skills (i.e. must be able to both create and execute your ideas)
- Strong verbal and oral presentation skills in both one-on-one and group settings
- Exceptional written communication skills, including proper spelling, grammar, punctuation, proofreading, etc.
- Well-rounded interpersonal and listening skills
- Effective time and project management skills
- Experience in calculating pricing, forecasting, and budget analysis
- Must be able to manage a turn-key operation
- High computer literacy with proficiency in Microsoft Office software applications
- Well versed in IRI/AC Nielsen analytics
- Desired personal characteristics:
  - Proactive
  - Self-motivated /self-directed
  - Strong work ethic (i.e. willing to “roll up the sleeves” and do whatever it takes).
  - Flexible /versatile
  - Team player
  - Loyal
  - Have fun!

**Accounts may include:**

Meijer
Jewel/Osco
Costco MW
Schnuck's
Heinen's
Hy-Vee
Mariano's
Roundy's
Whole Foods Regional
Woodman's
Dierberg's
Binny's
Market District
Festival
Some Additional Regional Responsibilities

**Must pass a comprehensive background check and drug screen.**

**The employee is expected to adhere to all company, federal and state food safety regulations and policies.**

**This organization participates in E-Verify.**