



BUSINESS DEVELOPMENT MANAGER – NATIONAL ACCOUNTS

Job Function: Sales/Business Development

Employment type: Salaried Exempt

Location: Larkspur, CA

Summary:

The Business Development Manager is responsible for supporting the corporate brand strategy to achieve defined business objectives (KPIs) within the National Accounts Team.

Responsibilities include, but are not limited to, the development, execution, and benchmarking of O'Neill's National Accounts business, to increase brand visibility. They will work directly with the National Accounts Team (both On and Off-Premise).

Responsibilities & Duties:

- **National Accounts Support – 40%**
 - Work with National Accounts Team on Program announcements, as well as program communication and overall execution
 - Manage National Accounts Pricing grids (Quarterly)
 - Monthly business updates and overviews to National Accounts Team
 - Distribution tracking and Execution for all new item placements
 - Assist with management of OOS's and distribution gaps for key accounts
 - Tracking of all National Accounts incentives
 - Assistance with New Item paperwork for core chains

- **Data & Nielsen support = 30%**
 - Trained to be a Pro-User on Bi-Tool (Nielsen and Depletions based reporting)
 - Build and maintain National Accounts presentations with current data
 - Provide Sales Team with monthly Nielsen reports & customized sell sheets that include data support along with analyzing the information to identify sales opportunities.
 - Run monthly account reports to measure performance and lead discussions with teams on how performance can improve.
 - Work with National Accounts Team and Custom Brand Teams on Gap Analysis for key chains to help identify Exclusive Brand opportunities
 - Proactively drive business analysis on core brands to identify positive and negative trends within key accounts

- **Sales and Trade Marketing Support = 20%**
 - Build and distribute customized programming sell sheets

- Lead the process for National Accounts Meeting presentations
- Work with Trade Marketing to provide data support for any customized program presentations

- **Additional Sales Support – 10%**
 - Add data support for presentations to identified key Regional Accounts
 - Travel for sales blitzes in core markets (*for market education exposure*) – Quarterly
 - Attend quarterly National Accounts meetings

REQUIREMENTS:

- Demonstrated knowledge of on and off-premise adult beverage industry operations and the three-tier system.
- Advanced computer skills in Microsoft Excel, PowerPoint, and Microsoft Office 365 platform
- Experience working with syndicated data streams including but not limited to Nielsen, IRI, and VIP depletions.
- Passion for problem solving and driving sales decisions through data/fact-based selling
- Ability to perform work accurately and thoroughly
- Willing to help and support others in their work to contribute to the overall success of the company
- Highly organized, and able to manage time and resources effectively.

-Must pass a comprehensive background check and drug screen.

-Must adhere to all Company, Federal and State Food Safety Regulations and Policies

-This organization participates in E-Verify