



JOB TITLE: Regional Manager - Mountain States (CO, AZ, NV, NM, WY, MT, UT)
CLASSIFICATION: Exempt
REPORTS TO: Vice President of Sales - Western Region
DATE APPROVED: 3/26/2019

SUMMARY:

Responsible for obtaining sales volume targets and managing the budgets for all channels of trade in the Mountain states. Long-term brand building will also be a key initiative for this role. Will work closely with key accounts, the O'Neill National Accounts Vice President, and the distributors to accomplish goals.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Distributor management/relationships — develops goals/objectives, programming tools (trade marketing and incentives), training/education, and creates focus and motivation with the distributor; ensures execution of goals/objectives
- Conducts monthly/quarterly planning meetings with Key Distributor Managers, team meetings with sales teams, and company sales meetings; inclusive of National Accounts On and Off teams
- Key Account responsibility – Call on Top 25 accounts – mix of general market on and off sale; chain grocery (regional HQ's and store level at wine steward accounts), national accounts off-premise (wine steward accounts), regional/national on-premise accounts
- Pricing — development of structures in accordance with brand strategy and budgets
- Allocations — limited wine, point of sale, demos/tastings
- Budget management – Manages brand budgets and T&E budgets
- Internal Collaboration/planning – work with VP of Western Region, National Accounts On-Premise VP, Marketing team to develop overall Mountain sales plans, as well as, ensure proper brand standards are adhered to
- 25% of time allocated to Field Sales work (independently and with key distributor people); 75% of time allocated to administrative (development of plans, budget management, development of presentations, follow up)

REQUIREMENTS:

- Bachelor's degree plus 3 years of industry experience and/or 3 years of sales experience in a consumer products industry
- Based in the greater Denver, CO area, preferably, but open to other locations – Phoenix, AZ or Las Vegas, NV
- Relevant work experience in wine sales, including managing both on and off-premise national accounts and large distributors
- Deep understanding of national retail and on-premise environment and how both channels operate
- 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)
- Understanding of syndicated data (i.e. Nielsen, IRI) and able to use data to develop compelling arguments around a business topic/need
- 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
- Highly organized with keen attention-to-detail
- Effective time and project management skills
- Experience in negotiating pricing, programming and budget analysis
- High computer literacy with proficiency in Microsoft Office software applications (Word, Excel, PowerPoint, Explorer, etc.)
- Ability to lift 50 pounds (wine cases)
- 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!

-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

-EOE