



O'NEILL
VINTNERS & DISTILLERS

JOB TITLE: Regional Manager – Southeast
CLASSIFICATION: Exempt
REPORTS TO: Vice President of Sales – Eastern Region
DATE APPROVED: 3/26/19

SUMMARY:

Cultivate, close and manage branded wine sales for O'Neill Vintners with trade customers throughout the Southeast sales region. Oversee O'Neill distributor network in the assigned geography including the following states: Alabama, Florida, Georgia, South Carolina.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Lead, train and develop a team of 2 market managers based in Tampa and Fort Lauderdale
- Support and manage the company's business opportunities with national and independent retail and on-premise accounts, including supermarkets, club stores, restaurants and specialty stores
- Increase winery shipments and distributor depletions across the company's entire brand portfolio, with priority emphasis on the company's priority labels: Austerity, Day Owl, Exitus, Harken, Line 39, and Robert Hall
- Full P&L responsibility for all pricing and financials for the region
- Build and leverage key account relationships with both corporate and regional wine buyers in assigned territory
- Create, implement and execute strategic sales and marketing initiatives to facilitate sales success at both the distributor and account level
- Conduct monthly mid-month business reviews and check-ins with distributor partner business managers
- Work collaboratively with national and regional chain account teams and on-premise sales programming, including but not limited to: new item forms, pricing, margins, depletion allowances, sales and promotional allowances, quantity discounts, merchandising, point-of-sale materials, collateral, etc.
- Monitor and manage distributor execution; work closely with wholesaler network in order to best serve the retail and on-premise customers and drive sale growth
- Plan and attend distributor sales meetings to present O'Neill sales initiatives and priorities and generate sales team excitement around execution
- Meet regularly with wholesaler executive teams and O'Neill Regional Vice President to discuss and plan business including planning and executing distributor Quarterly Business Reviews
- Represent winery at account-specific wine tastings and trade events
- Achieve positive working relationships with existing customers, new business contacts and outside suppliers
- Establish and maintain professional working relationships with internal winery staff, including winemaking, production, operations, finance and general management
- Requires overnight travel to visit target accounts and markets (50-60% travel)

PROBLEM SOLVING REQUIREMENTS:

Ideal candidate should have the ability to:

- Utilize good judgment and discretion while dealing with diverse personalities
- Address, research and resolve issues relating to attainment of customer satisfaction
- Identify problems, collect data, establish facts and draw valid conclusions
- Manage multiple tasks simultaneously
- Operate effectively and efficiently under pressure

REQUIREMENTS:

- Bachelor's degree plus 3 years of industry experience and/or 3 years of sales experience in a consumer products industry
- Based in either Tampa, FL, Fort Lauderdale, FL, Orlando, FL or Miami, FL
- 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