

Job Title:

Sales & Marketing Director, Exclusives

Position Summary:

The Sales & Marketing Director, Exclusive Brands is a hybrid sales and marketing role that will nurture and grow the Company's revenue and existing Exclusive Brands portfolio. If you have excellent business acumen, an ability to have impact, are an excellent cross-functional player, are entrepreneurial in spirit and have a natural affinity for all things marketing and brand, this could be your next exciting career move in a company that is growing fast. This role reports directly into the VP of Marketing with a dotted line to SVP of Sales.

Essential Duties and Responsibilities:

- Lead and manage an existing +\$3mm profit pool.
- Own and coordinate all sales activity with our exclusive partners (Bevmo, Total, etc.). Work closely with Operations to create new Exclusive brands where needed.
- Expand the Exclusive Brands footprint within national off-premise chains and national on-premise accounts and grow an innovation pipeline.
- Work with Marketing, Sales, Supply Chain, Finance, Compliance and Customer Service and external agencies to ensure an effective process for route to market.

SALES FOCUSED ESSENTIAL DUTIES & RESPONSIBILITIES:

- Manage top to top buyer relationships with Bevmo, Total Wine & More, Trader Joes and HEB corporately that serve to enable successful delivery of the Purple Brands strategic plan at the region and national level.
- Work cross-functionally to ensure implementation of national retail strategies and execution tactics were in place to maximize effectiveness of our aligned private label plans and sales programming.
- Develop and maintain key accounts and target lists; develops relationships at top level accounts both individually as well as with the distributor partners for Purple Brands Exclusive Brands portfolio.
- Manage, motivate and support the distribution network including distributor management and effectively establish distributor relationships for our Exclusive Brands portfolio.
- Monitor shipments and performance of distributor network for Exclusive Brands and participate in regular Regional Director business reviews with key distributors.
- Maintain budget, manage expenses and know inventory levels in order to forecast and execute sales for Exclusive Brands.
- Develop, prepare and present insightful, motivational and successful high level National Chain and On-Premise customer presentations.
- Executes assigned Exclusive Brands programs as directed and, upon approval, introduces creative

programs based on market needs and conditions

- Follows pricing policies that capitalize on market opportunities while delivering company profitability

INNOVATION & MARKETING ESSENTIAL DUTIES & RESPONSIBILITIES

- Champion the ideation, development and execution of Exclusive Brand skus, including new-to-world brands, line extensions and brand/sku evolutions.
- Project ownership through the internal Gate system.
- Partnering cross functionally to deliver margin accretive, commercially viable, legal, and consumer-insight driven products.
- Gather input and communicate changes in a timely manner to winemaking and production teams.
- Maintains brand files & develops collateral/assets.
- In partnership with Procurement, attend press checks, part of proofing process and help with label design changes/revisions.
- Participates and facilitates wine tastings to understand and guide wine strategy and to analyze taste to the competitive sets.
- Provide label submission to Compliance.
- Assist with the production of marketing materials, including the production of Sales Presentations, Brand Mock-Ups, and any other sales support materials that may be required.
- Assist with trade and consumer communications.
- Regularly monitors brand metrics (shipments, depletions distribution, velocity, channel mix) and prepares monthly executive summary of overall business performance trends, programming, P&L and key strategic and tactical issues.

ADMIN ESSENTIAL DUTIES & RESPONSIBILITIES

- Monitor progress versus plan through monthly business tracking; evaluation and reassessment to ensure resources are being utilized and maximized.
- Monitors shipments, depletions, DA's, velocity and channel mix; administers responsive marketing strategies and tools to drive optimized results by selling channel.
- Conduct on-going analyses of competition, including pricing actions, sales volume, consumer promotion.
- Executes brand budgets that effectively and efficiently execute key brand strategies, and manage spend within budget.
- Track invoices and reconciliation.

- Participates in annual strategic planning process, including sales forecasts, pricing, and positioning by analyzing product, category, consumer, and market dynamics that ensure long-term growth.
- Partner with Order Management and Logistics Management teams to drive customer satisfaction

Qualifications:

- Minimum five years brand management or trade marketing experience in wine and/or spirits or related consumer packaged goods and knowledge of retail chains (on and off premise).
- Proven sales track record within key National Chain accounts, skills and ability.
- Must be wine & spirits knowledgeable and able to present accordingly.
- An understanding of commercial wine and spirits production and custom dry goods procurement for the purpose of producing private and control label finished case goods. Knowledge and experience with Spirits.
- Strong analytical and strategic skills that help lead to drawing insights through consumer research data and trend information.
- Strong business acumen skills; organizational and problem-solving.
- Ability to lead agencies in creating consumer and retail programs.
- Excellent writing, presentation, and communication skills.
- Ability to focus on multiple tasks and deadlines and effectively prioritize and manage them, while maintaining a high level of attention to detail.
- Positive and enthusiastic attitude exhibiting team player and leadership qualities that bring out the best in those they work with. Takes initiative and possesses entrepreneurial drive for success.
- Proficient in MS Office (PowerPoint, Word, Excel) and familiarity with Nielsen/IRI data.
- Bachelor’s degree preferred in Marketing, Business Management.

Physical Demands:

Stand	F	Lift/Carry	
Walk	F	10 lbs or Less	F
Sit	F	11 – 20 lbs	F
Handling/Grasping (repetitive motions)	F	21 – 50 lbs	O
Reaching Above Shoulder	R	51 – 100 lbs	R
Reaching Outward	R	Over 100 lbs	N
Climb	R	Push/Pull	
Crawl	R	12 lbs or Less	F
Squat or Kneel	R	13 – 25 lbs	F

Bend	R	26 – 40 lbs	O
Working at the computer	F	41 – 100 lbs	R
Driving	R	Near Vision (closer than arm’s length)	N
Respirator Use	N	Far Vision (farther than arm’s length)	N
Other Personal Protective Equipment Use	R	Color Vision	F

Legend:

N (Not Applicable)	Activity is not applicable to this occupation.
R (Rarely)	Occupation requires this activity several times a month (not daily)
O (Occasionally)	Occupation requires this activity up to 33% of the time (0-2.5hrs/day)
F (Frequently)	Occupation requires this activity from 33% - 66% of the time (2.5-5.5 hrs/day)
C (Constantly)	Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities. Other tasks may be assigned as needed.

Reasonable Accommodations Statement:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.