



Sr. Regional Sales Manager – Northeast

Who we are: Established in Raleigh, NC in 2018, Next Century Spirits blends traditional techniques and unique finishing technologies to create enhanced distilled spirits. Our patented post distillation filtering and finishing technology creates a tool for the traditional distiller to expand their repertoire of achievable flavors and aromas while improving quality, maintaining consistency, and reducing supply chain issues. This technology allows for tight control over the entire production process, resulting in the ability to create bold and unique flavor customization options for brands to choose from to expand product portfolios and fulfill market needs. As we have matured so to have our aspirations of developing our own portfolio of brands.

Primary Duty: To grow our topline sales, manage our distributors, build an internal sales force and forecast our portfolio for rapid success in the Northeast Region. Brands include Nue Vodka, Blue Chair Bay, Creek Water Whiskey, Bear Fight American Single Malt/Kentucky Reserve Bourbon, Caddy Clubhouse Cocktails, Calamity Gin, Henderson Whiskey, The Other 49 and Numbskull Mint Chocolate Whiskey.

Reports: Vice President of Sales

Responsibilities:

- Driving consistent, year-over-year sales growth across our entire brand portfolio.
- Managing and programming our brands with our distributors to ensure customer share of mind and in-market activation.
- Drive distribution hand-in-glove with our distributors across all sales channels.
- Develop and manage key account relationships including National and Regional partners.
- Manage your region's P&L to maximize topline growth while also understanding and driving other key metrics as they become priorities, like margin expansion, mix optimization, etc.
- Lead and collaborate on pricing in your markets with both our distributors and central finance teams.
- Develop and lead a sales team as we expand our capabilities into the future.
- Forecast growth and consumer demand to ensure efficient inventory levels and pipeline development.
- Manage and oversee regional budget.
- Gather and share market insights from the field on a regular cadence to our innovation and marketing teams to better inform future strategic decisions.
- Must have ability to write, recap and implement incentive programming.
- Required to work in the market and regularly meet with retail, distributors and key accounts.
- 70% of time required at retail working with distributors, retailers and key partners on brand development.
- This role will cover multiple markets and will require overnight stays or at times extended time on the road.

This Job Might Be for You If:

- You enjoy building brands from the ground up through hustle, collaboration, creativity and autonomy.
- Have an entrepreneurial spirit and explore ways to get to a "yes" vs defaulting to a "no".

- You enjoy solving problems. You love taking on difficult challenges and finding creative solutions. You don't get flustered easily. If you don't know the answer, you will dig to find it.
- You are motivated and driven. You volunteer for new challenges without waiting to be asked. You're going to take ownership of the time you spend with us and truly make a difference.
- You want to work in a fast paced, entrepreneurial environment where you can make an impact immediately.
- You have a positive attitude – every day is a new day to win.
- You want to work in an industry that is a ton of fun . . . with people who are a ton of fun.

Minimum Qualifications:

- 5+ years' experience in alcohol sales, spirits required.
- Proven experience in distributor or wholesaler management
- Proven managerial experience with managing a team.
- Familiarity with industry language, best practice, and ways of operating
- Strong knowledge of the three-tier system and how we can interact with distributors, customers and consumers to affect sales.
- Experience developing programming and level pricing structures.
- Strong influencing and stakeholder partnering skills coupled with negotiation and communication skills.
- Business and management knowledge principles involved in strategic planning resource allocation and coordination of people and resources.
- Excellent communication and analytical problem-solving skills
- Professional experience using MS Office applications: Excel, Word, PowerPoint.
- Ability to motivate and inspire colleagues, and work in partnership with others to drive, implement and support change.
- Ability to work in high pressure environment, often under tight deadlines.
- Be a strong team player; have experience in bringing teams/individuals together to deliver projects; strong thought and executional leadership.
- Must have no alcohol related legal incidents and may be subject to a background check.

Compensation:

- Competitive base salary based on experience.
- An annual bonus is available based on individual and company performance.
- Monthly Car Allowance
- Benefits: Medical, Dental, Vision, 401(k) matching

Please send your resume and cover letter to Suzanne Brown, Human Resources Manager, at sbrown@nextcenturyspirits.com.