



UNTERNEHMENSPROFIL

Delicato Family Wines (Delicato) is a family-owned California winery founded in 1924. Four generations of the Indelicato family have guided grapes from vineyard to bottle and into homes and dining establishments around the world.

Delicato is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. A Top-10 California producer, Delicato is among the leading and fastest-growing wineries from this state. Delicato Family Wines portfolio contains several category leaders in the US and several international markets, which include Francis Ford Coppola's Diamond Series and Director's Cut, as well as Black Stallion Estate Winery of Napa Valley, Gnarly Head, Brazin, Three Finger Jack and 1924.

AUFGABEN: POSITION PURPOSE

The Regional Sales Manager position will be an integral part in expanding our business development in Mainland Europe. This position's primary purpose is to manage Delicato's on-trade customers (importers) in core markets with responsibilities including customer management, development of market/channel strategies, and marketing activity planning

and execution. Core markets include Germany, Denmark, BENELUX, Switzerland, and Poland – a successful candidate will have an extensive experience and knowledge of these markets. This is a full-time home-office position that can be based anywhere in Germany.

ESSENTIAL DUTIES:

- Participates within the International team to collaboratively shape the commercial strategy and execution elements for the wider region and align with growth objectives
- Effectively directs and manages the activities and education of distributor partners to enhance sales, distribution, depletions, visibility, and profitability of Delicato Family Wines' brands
- Develops and executes territory operating/strategic plan while coordinating effectively cross functionally with all stakeholders to delivery goals and objectives
- Ensures volume and profit goals are achieved while remaining with established budgets; uses financial and quantitative information effectively to manage P&L, budgeting, forecasting, pricing, and profitability
- Manages the business and brand value stream to maximize profitability while ensuring positioning within the competitive brand set and market
- Develops return on investment (ROI) analysis on all new business, promotional, and brand development initiative while managing for profit and long term brand value



- Conducts regular market profit evaluations and implements price adjustments as required to maximize profitability
- Develops and implements national/regional marketing activities with distributor, works cross-functionally to execute and build brand awareness, and drive sales growth
- Plans and conducts regular distributor business reviews to ensure business development aligns with established goals, objectives, and brand/market/channel strategies
- Responsible for developing new business growth and strategies while executing new market plans
- Champions, develops, and manages the direct-to-consumer business activities and managing joint business plans
- Cultivates and maintains effective business relationships with importer upper management, top trade partners, key accounts, on/off premise accounts, trade press
- Acts as liaison between operations and the importer to solve problems such as inventory levels, labelling requirements, forecasting, product demand, credit status, shipping issues, and forecasting variances
- Manages and coordinates special events, seminars and coordinate any visits by the winemakers and marketing personnel



ANFORDERUNGEN/PROFIL EDUCATION AND EXPERIENCE

- Bachelor's degree required, with emphasis in Business Administrations, Sales and Marketing, or a related field preferred, or equivalent experience
- 7+ years of beverage alcohol industry experience
- 5+ years sales experience within territory
- Territory management experience with a record of achievement of volume growth and profit targets
- Experience successfully managing multi-channel business activities.
- Must have written and spoken fluency in German.

KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to take strategic view of market, establish a strategy, generate options, and evaluates sales opportunities and risk while maximizing profitability
- Ability to implement strategy and apply Delicato's approach and manage assigned region for success
- Ability to apply analytical tools in decision-making
- Ability to create an in-depth financial analysis of the business, allowing for strategic decision-making
- Understands product supply process and key relationships
- Ability to maximize Information technology and its applications



- Ability to use vision, influencing skills, and tenacity to drive projects for successful conclusion
- Ability to identify and address development needs
- Ability to work individually and on a team
- Must possess in-depth working knowledge of wine and the wine industry

CERTIFICATES AND LICENSES

- Advanced course work in wine studies preferred, such as: BA in wine business, Wine and Spirit Education Trust (WSET) course completion, Court of Master Sommeliers (CMS), International Sommelier Guild (ISG), and the Society of Wine Educators (SWE)

WORKING CONDITIONS

- Remote position that requires working from home with frequent travel
- Expected travel from home office is a minimum of 30%



WIR BIETEN

Delicato offers its employees a generous and comprehensive benefits package.

DIREKTKONTAKT – ANSPRECHPARTNER

Human Resources - Reference the title of the position in the subject line of your email

E-Mail: humanresources@delicato.com

