National Wholesaler Director

Classification: Exempt

Supervisor: Director of Business Development 11/26/2019

Job Overview

2 Towns Vision:
We aspire to create craft cider that is accessible to the people, utilizing the most advanced brewing standards and quality Northwest ingredients, without being afraid to do things a little differently. Much like our product, 2 Towns as a company is fun, unique, and filled with energy. Our crew is what makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

Job Summary:

The 2 Towns Ciderhouse National Wholesale Director is the strategy lead for how 2 Towns Ciderhouse interacts with our current distribution networks and leads our efforts in the selection, acquisition, development of new territories and associated wholesalers. The National Wholesale Director also has a direct role in addressing key development items with existing and new Wholesalers.

The National Wholesaler Director is responsible for achieving the margin, and profitability targets for our wholesaler partner network, as well as managing the execution of key wholesaler initiatives across the 2 Towns wholesaler network. This individual will collaborate daily with the State territory sales managers, key account team as well as with executive management and cross-functional partners to deliver company financial targets in both sales and gross margin, while delivering on quarterly corporate goals and strategies.

Current Wholesaler Development

- Analyze current wholesaler performance and vet opportunities for better alignment with 2 Towns and wholesaler goals to maximize profitability and growth potential
- Involvement in pricing strategy, distributor incentives and marketing goals, utilize knowledge base to identify areas within key wholesalers for short and long term gains in margin and market share.
- Develop and help implement 2 Towns state territory sales manager day to day protocols for maximum wholesaler impact from the 2 Towns sales team at all levels of wholesaler organization and assist in the design of future sales team training materials

- Design and implement wholesaler score card for capture of key trackable KPI's plus recommended actions to drive improvement for each distributor
- Meet or exceed revenue and margin goals of the company's wholesalers
- Ensure wholesale pricing models reflect company initiatives
- Collaborate with State territory sales managers and director of business development to develop seasonal financial plans and forecasts for wholesaler partners
- Deliver all other assigned corporate goals designed to grow the company as a whole
- Design and implement programs designed to help us operate more efficiently

New Wholesaler Development

- Work with business development to update annual and long term territory expansion plan
- Determine best recommendations for wholesalers for each target territory and facilitate introductions and negotiations with said wholesalers
- Assist in new wholesaler distribution agreement negotiation
- Assist in management and development of new territory including management of select new territories and associated personnel.

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Desired Skills & Abilities

- 10+ years working in large beer/cider wholesaler or mid to large brewery managing portfolio of wholesaler partners
- 4 year college degree
- Proven ability to lead and manage a team
- Excellent communication and management skills
- Familiar with key elements in distribution agreements and industry standards
- High financial literacy
- Proficient in Microsoft and google suite and advanced Excel skills
- Proficient using VIP tools including Idig and Karma Notes
- Highly collaborative individual with strong interpersonal skills and the ability to build strategic working relationships with team members at all levels across the organization and external stakeholders, including executive management

- Demonstrated ability to discretely handle highly confidential and sensitive information
- Strong analytical/math skills, including retail math
- Ability to work under pressure to meet deadlines
- Ability to solve problems and recommend solutions
- Ability to adapt as the external environment and organization evolves

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; walk; use hands to move cases; reach with hands and arms; stoop, kneel, crouch, or crawl; talk and hear; visually count.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
Some of this position will operate from a home office environment. This role routinely uses standard office equipment. Due to the nature of this position, most work will be done remotely. Travel done outside of the local area will be frequent and may be 20% or more of time.

Compensation and Benefits

2 Towns Ciderhouse offers competitive wages that will be determined by experience and may include health and dental insurance, quarterly merchandise allotment, 70% discount on product, 401k & profit-sharing bonus opportunities, paid holidays, and paid time off.
Benefit eligibility is dependent on job classification and hours worked. Complete details are described in the 2 Towns Ciderhouse Employee Handbook.

To Apply

To be considered for this position, please submit the following documents by 5:00 pm, Friday, December 20, 2019 to jobs@2townsciderhouse.com:

- Your resume
- A cover letter that describes your previous experience as it relates to the requirements of this position

2 Towns Ciderhouse is an equal opportunity employer.