

## **Position Description**

### ***Region Manager-Estate Selections Division***

#### **Position Summary:**

This position is responsible for managing all sales within assigned states in order to grow the TWI portfolio. The Region Manager directs and controls the execution of sales through key distributor principles as well as the education and motivation of the distributor sales force. He must effectively develop and maintain positive relationships with wholesalers to drive sales performance through programming. A premium is placed on brand distribution, distributor management, leadership, motivating people, interaction with the division leadership team and profitability of business. The Region Manager must understand and embrace the Terlato family philosophy, passion and company culture. This position reports to the Southeast Division Sales VP.

#### **Position Responsibilities:**

- Manages the Florida Estate brands business.
- Responsible for maintaining and working within all budgets, managing inventory, pricing profit analysis and maintaining brand equity. The position is supported by a Business Operations Manager and Analyst.
- Drives the decision and planning process to meet local objectives and business forecasts. Ensures entire division is operating functionally and profitably.
- Time broken out roughly as 70% distributor management and 30% field work with distributor sales teams including training and key account development.
- Develops market plans and programming with distributor to ensure TWI goals are being executed.
- Manages the execution of brand standards within the market, including holding the distributor accountable to meet goals and implement market plans effectively.
- Plans and manages TWI supplier market work.
- Builds relationships with top key accounts.
- Works closely with the Strategic and National Chain Account Managers to ensure he/she is familiar with national programs and support with accurate pricing and inventory.

#### **Performance Measures:**

- Execution: achievement of profit, distribution and depletion goals.
- Budget Management: Works within all budgets
- Results Oriented: Strong work ethic and drive for success.
- Judgment: Makes sound business decisions which maintain brand equity and profit.
- Creativity: Inspires creative thought and “out of the box” ideas that grow the territory’s business.
- Leadership: Inspires distributor and peers to perform at maximum capability.
- Teamwork: Ability to work and communicate productively with colleagues across all parts of TWI.

#### **Qualifications**

- Outstanding knowledge in high-quality specialty wine. CSW Preferred.
- Intricate knowledge of the assigned region distributor network and key accounts.
- 5-10 years of experience in the wine industry
- Bachelor's Degree Preferred
- Valid driver's license

### **Personal Skills and Qualities**

- Strong business acumen and analytical skills
- Results oriented
- Competitive Urgency
- In control of the facts of one's business
- Leadership
- Accountability and trust
- Strong negotiation skills
- Concise, articulate and productive communication style
- Self-motivated with the ability to manage competing priorities

### **Position Data:**

Department: Sales

FLSA Status: Exempt