



**Q MIXERS** makes the world's highest quality carbonated cocktail mixers. Our Tonic Water, Ginger Beer, Club Soda, and other flavors are proudly served by discerning bars and restaurants across America, and are sold at grocery and liquor stores nationwide, including Whole Foods, Safeway and Target. We are growing rapidly, driven by the strength of our brand, the quality of our products, and consumer embracing better beverages made with better ingredients. We are now private equity-backed, and are using our new resources to build a team of talented and dedicated individuals to seize the exciting opportunity in front of us.

## Sales Analysis & Execution Manager

### JOB DESCRIPTION

The Sales Analysis and Execution Manager will be responsible for supporting all sales functions for the Liquor Channel Team helping to ensure flawless execution. Working directly with the VP Commercial Execution, the Region Sales VPs and VP of National Accounts, this person will handle a wide range of projects focused on filling execution gaps within specific distributors and/or National Accounts with the ultimate goal of helping the team to achieve predetermined depletion and sales revenue objectives as well as deliver KPI's (Key Performance Indicators).

### KEY RESPONSIBILITIES

- Be the primary source for data analysis for the Liquor Team. Run and analyze various sales and revenue reports such as monthly volume scorecards, National/Regional Key Account compliance reporting, inventory reports, revenue targets, etc utilizing the companies internal data management tools (VIP, NetSuite)
- Inside Sales role supporting Regional Sales VPs with key distributors in non-focus markets. Need to build relationships with distributor portfolio managers, distributor purchasing personnel and National/Regional Account local operators to ensure flawless execution against National/Regional Key Account mandates. Ensure sufficient distributor inventory levels are maintained and PO's are provided to Q Operations in a timely and accurate fashion. Consistent follow up and active selling is required
- Communicate with distributor portfolio managers in unmanned markets on a regular basis to ensure that all programming (incentives, pricing activity, POS, etc) is being executed and all tools (GSM and sales presentations, sell sheets) are being effectively used in the market by distributor sales team
- Provide administrative support to the National Accounts team by filling out appropriate paperwork required for National/Regional Key Account mandates (QNAPA) to ensure sales team and distributors are well informed on each program
- Maintain tracking tools to keep National Account team focused on the largest account opportunities and ensure proper follow-up
- Execute National/Regional Key Account price audits to ensure pricing execution is flawless and consistent across national mandates
- Provide tracking and ROI analysis of certain programming initiatives (spec serve on premise, distribution drives off premise, etc) to ensure effectiveness and efficiency of execution
- Be liaison to VIP (Vermont Information Processing) to ensure data integrity and provide support to the Area Sales Managers and Sales VPs with company's sales management tools – iDIG, KARMA notes, NetSuite. In particular, ensure daily dashboards are accurate, making improvements on an as need basis
- Provide general and administrative support to the entire Liquor Team on an as need basis

## **PERSONAL CHARACTERISTICS**

- Excellent analytical skills and problem-solving ability
- Excellent verbal, written, and listening communication skills
- Strong interpersonal skills
- Strong personal drive; must be well-organized
- Self-starter with an entrepreneurial, assertive, and resilient attitude — a sense of positive urgency in executing everyday responsibilities
- Process and detail orientation
- Results driven
- Ability to function in an entrepreneurial business environment and a great team player

## **IDEAL BACKGROUND**

- Bachelor's Degree in Business or business related field is required
- 2-4 years sales experience, preferably in a food or beverage industry or some other three tier DSD system (supplier or distributor)
- Some knowledge of the retail environment, on premise in particular, preferred but not required
- Objective-oriented, focused individual who needs little direction or supervision; energy, enthusiasm, and being proactive are critical
- Keen eye for accuracy and integrity
- Strong organizational and planning skills
- Strong analytical and data management skills
- Demonstrated ability to meet and maintain deadlines
- Prior experience utilizing sales data management tools (VIP, Salesforce, etc) preferable
- Proficient in MS Word, Excel, Outlook and PowerPoint (reporting, presentations, correspondence and documentation purposes). Polished sales and communication skills essential.
- Must be legal to work in the US

## **REPORTING RELATIONSHIP**

- The position reports directly to the VP Commercial Execution

## **COMPENSATION**

- Competitive salary, based on experience
- Annual performance-based bonus based on achieving sales and distribution goals
- Benefits package (health insurance, vacation, 401K)

## **CONTACT**

**Anthony Giardina | VP Commercial Execution | [agiardina@Qmixers.com](mailto:agiardina@Qmixers.com)**



**Q MIXERS** makes the world's highest quality carbonated cocktail mixers. Our Tonic Water, Ginger Beer, Club Soda, and other flavors are proudly served by discerning bars and restaurants across America, and are sold at grocery and liquor stores nationwide, including Whole Foods, Safeway and Target. We are growing rapidly, driven by the strength of our brand, the quality of our products, and consumer embracing better beverages made with better ingredients. We are now private equity-backed, and are using our new resources to build a team of talented and dedicated individuals to seize the exciting opportunity in front of us.

## Director On-Premise National & Regional Accounts

### JOB DESCRIPTION

The Director of On-Premise National and Regional Accounts position is responsible for selling in Q Mixers to leading targeted Regional On-Premise accounts as well assigned On-premise National Accounts. This position will also focus on key initiatives in the targeted and assigned accounts to develop significant sell-through volume and gain support from the accounts for the Spectacular Serve ritual. The position also leads distributor involvement in executing compliance mandates, as well as develops relationships with key distributor contacts in order to secure Q Mixers business in the targeted accounts. The position is an integral part of the Q Mixers US sales organization and demonstrates strong strategic planning/management skills and experience with regionally and/or nationally based customers. The Director of National Accounts will drive collaboration with sales team, distributor partners, and marketing resources to execute program and channel priorities.

The Director of On-Premise National and Regional Accounts will be responsible for building our On-Premise Strategic account platform in the United States market and expand product placement in the core high-volume, high-visibility On-Premise channel (Hotels, Restaurants, Upscale Bars, etc.).

### KEY RESPONSIBILITIES

- With the support of the Vice-President National On-Premise Accounts, identifies and finalizes target account lists and develops specific action plans, for each account, in order to secure the Q Mixers business.
- Actively maintains top-to-top relationships with strategic customers' senior management in order to achieve agreed upon distribution, feature (Spectacular Serve), and sales goals. Drives sales and feature support through building long term working relationships with account primary decision makers.
- Works closely with the Regional VPs and ASM team to identify Regional Account opportunities and engages the team so as to realize the volume potential in the accounts identified.
- Manages all distributor relationships to drive flawless execution of Q Mixers Regional National Accounts mandates as well as maximizing opportunities that are considered optional.
  - Develops routine reporting to communicate National Accounts performance, by customer.
  - Works with Distributor partners to develop business in strategic Regional Accounts.
- Achieve assigned goals (distribution/volume and revenue) in respective selling channel.
- Establishes regular business reviews with all key strategic accounts.

- Supported by VP Commercial Execution, tightly manages tracking associated with all targeted, assigned, and prospective new accounts. Tracking includes:
  - Relationship development including details on all contact with each targeted account
  - Current status of action plan for each targeted account. This to include next actions and timing
  - RFP timing
  - Once mandate is achieved, report on compliance execution results
- Tightly manages all promotion spending to stay within assigned budgets. Develops return on investment scorecards for each customer and reports routinely to senior management. Ensures brand spending is invested with most profitable customers, maximizing profitability of the channel as well as building brand visibility, trial, and equity.
- Routinely communicate/report customer performance, distributor execution, competitive activity to senior management.

## **IDEAL BACKGROUND**

- 7+ years of related industry experience required; keen understanding of the three-tier distribution system
- On-Premise sales management experience within the alcohol and beverage industry highly preferred
- Demonstrated Key Account calling experience
- Proven experience and strong abilities in educating and motivating others to manage business effectively
- Proven relationship-development experience
- Demonstrated ability to prioritize tasks and work independently
- Driven for results and able to handle complexity and change on the go
- Must have excellent written and oral communication skills – Strong Microsoft Office skills
- Ability to manage time, work load and daily demands
- Be a self-starter and independently motivated, and work with limited administrative support
- Proficient in MS Word, Excel, Outlook and PowerPoint (reporting, presentations, correspondence and documentation purposes)
- Ability to be proficient in Sales reporting suites, including iDIG, KARMA notes, NetSuite
- Presently has working relationships with Regional and National Accounts decision makers that can be translated into success for Q Mixers (distribution and feature)
- Results driven, energetic and proactive
- Polished/Effective Sales, Presentation, and Influencing Skills
- Ability to coach/train/motivate/Influence
- Position will require travel (50%)
- Passion for selling/marketing premium brands
- Must be legal to work in the US
- Financially responsible individual who knows how to manage budgets

## **REPORTING RELATIONSHIPS**

- The position reports directly to the Vice-President On-Premise National Accounts
- The position also has dotted line reporting relationship to the Vice-President Commercial Execution. This reporting relationship will facilitate the direction and management needed to improve the business performance and day-to-day execution in the Regional and National Accounts Channel

## **COMPENSATION**

- Competitive salary, based on experience
- Annual performance-based bonus based on achieving sales and distribution goals
- Mileage reimbursement for all business-related car expenses
- Expense account
- Benefits package (health insurance, vacation, 401K)

## **CONTACT**

**Ted Roman | Executive Vice-President | [ted@Qmixers.com](mailto:ted@Qmixers.com)**