



NEXT CENTURY

• SPIRITS •

Regional Sales Director, West

Next Century Brand Group

Who we are: Established in Raleigh, NC in 2018, Next Century Spirits blends together 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 in order to expand product portfolios and fulfill market needs. As we have matured so to have our aspirations of developing our own portfolio of brands. Our ever-growing portfolio is currently anchored by Yelowolf's Creek Water American Whiskey and the soon to be released Greg Norman's Caddy Cocktails RTD line and award-winning Bear Fight American Single Malt whiskey.

Primary Duty: To grow our topline sales, manage our distributors, build an internal sales force and forecast our portfolio for rapid success in the West Region. Brands include Creek Water Whiskey, Bear Fight American Single Malt and Greg Norman's Caddy Clubhouse RTDs. There are several other celebrity projects that will be discussed upon the completion of our NDA to be launched in late 2022 and beyond.

Reports: Directly to the Chief Commercial Officer

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



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pipeline development

- Gather and share market insights from the field on a regular cadence to our innovation and marketing teams to better inform future strategic decisions.
- All other duties as assigned.

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 pay attention to the details. As far as you’re concerned, anything worth doing is worth doing right, every single time. You stay focused, and nothing falls through the cracks on your watch.
- You think on your feet. You like learning new things, and you can learn quickly. When things change, you know how to roll with the punches.
- 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 – everyday 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:

- 7+ years’ experience in consumer goods sales, spirits industry a plus
- Proven experience in distributor or wholesaler management
- Proven managerial experience



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- 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 leveled 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.
- BS degree in Business Management or related field. MBA preferred.

Request:

- Full-Time Employment
- Location: Remote in territory, Southern California preferred.