



THE YUENGLING COMPANY

This position is for a **Director of Region Sales** with **The Yuengling Company**. Formed in September 2020, The Yuengling Company LLC is a new joint venture between D.G. Yuengling & Son, Inc., America's Oldest Brewery®, and the Molson Coors Beverage Company. Headquartered in Ft. Worth, Texas, The Yuengling Company will manage market expansion west and lead all facets of the business in new markets beyond the 190+ year old brewer's existing 22-state footprint, which includes future D. G. Yuengling & Son, Inc.'s New England expansion.

Posting Date: January 18, 2021

Position: Director of Region Sales

Department: Sales

Reports To: General Manager

Summary: This individual is the Senior Manager for the initial Sales Region of The Yuengling Company sales organization, as well as a member of the TYC Leadership team. The position is responsible for implementing Company Sales Strategy in assigned Region in alignment with Company sales Plan, and for executing all aspects of TYC business within assigned Region. This position is responsible for the recommendation and execution of the Regional sales volume plan, Regional sales operating budget, short/long term Region strategies, Manpower and aligning Sales procedures with Company direction. Individual also helps manage the selection, Direction, Staffing and Development of TYC field sales team within assigned Region and in line with Company strategy. Manages and directs a network of wholesalers and is responsible for the execution of Yuengling's sales standards and practices. This position also identifies specific business opportunities and develops and executes necessary strategies in conjunction with senior management and ownership.

1. Key Job Functions:

- Leads development of strategic Sales plan necessary to achieve Region goals.
- Coordinates activities of all TYC field personnel and wholesalers within assigned Region to ensure the implementation of all sales, chain and marketing programs for Yuengling portfolio
- Develops, recommends and, upon approval, executes the annual region sales volume and Revenue per case/barrel plan to maximize market potential, sales volume and gross profits within assigned region.
- Oversees the activities within the Region Sales team to provide information flow and business processes in support of the region's field sales team.
- Drives down Management of Regions budgets and holds direct reports accountable to delivering volume goals, objectives and tactics within assigned/agreed upon budgets.
- Manages the personal skills development and direction of the sales force for the specified sales region. Supports the use of training and development tools within the assigned sales region.
- Develops, recommends, and executes approved performance measures including planning and assigning work/responsibilities, developing goals/objectives and managing overall performance.

Our Values – The Yuengling Way

Respect for Tradition, Integrity, Hard Work, Simplicity, Pride



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- Holds Region Team accountable to conducting regular sales meetings for Key Wholesaler management and sales personnel.
- Periodically works in the retail trade both with TYC and distribution sales / executive personnel to model culture and selling environment
- Participates with TYC Leadership team in Annual Company Sales Planning and forecasting process to ensure forecasting accuracy in support of demand planning process for supply chain.
- Functions as an integral member of TYC Leadership team and is expected to establish and maintain relationships across all other functional areas internally as well as externally.
- Coordinates planning and constant clear communication across assigned Region.
- Reviews underperforming Distributor markets, and Region Sales Employees and enacts corrective action plans for these situations including in some instances termination.
- Directs Region team to identify and develop tactical programs for under-performing markets or brands within the division.

2. Other Key Skills and Abilities:

- Ability to read, analyze, interpret general business periodicals or forms and beverage industry data for use in developing strategy and tactics
- Expertise in analytics and problem solving skills
- Strong interpersonal/communication skills
- Strong leadership and management skills with the ability to delegate and communicate Company strategy and vision down to Team to meet and exceed sales results
- Team player with strong ability to develop people
- Creative mind with strong vision of success for Sales and Talent Development
- Strategic Customer/Distributor orientation/ability to build strong win-win relationships with our largest Distributor ownerships
- Ability to follow specific directions with minimal supervision

3. Skills and Qualifications:

- Bachelor's Degree.
- Minimum 8 years sales experience with at least five years in sales management or the equivalent combination of education or experience.
- Strong track record of expanded Sales Management responsibilities/roles within beverage alcohol industry.
- Position is home office based and requires travel of minimum 50% of time to properly develop and foster culture of leadership and accountability

Interested applicants should send resume and salary requirements to TYCjobs@yuengling.com.