



THE YUENGLING COMPANY

This position is for a **Director of Sales Operations** 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 Sales Operations

Department: Sales

Reports To: General Manager

Summary: The Director of Sales Operations will be responsible for sales planning and priorities, strategy integration, sales analytics, sales measurement and systems, sales communication, distributor and chain retailer pricing strategy, forecasting and sales operations. Main focus is to enhance planning, alignment, forecasting, revenue, and coordination between the sales regions, national accts, marketing, and brewery operations.

1. Key Job Functions:

- Integrate and align the Sales Dept objectives into the region and national acct business plans
- Lead annual and trimester sales planning process
- Collaborate with Marketing team to integrate brand initiatives into sales planning for in-market activation
- Work with vendor partners to develop and maximize CRM tools that enable planning effectiveness, providing clear visibility and accountability to TYC sales team and distributor partners
- Develop metrics and systems to track performance of key sales objectives, build and communicate respective scorecards
- Lead on-going development and use of CRM software to maximize team communication, and efficiency
- Develop systems and processes to enhance overall sales execution with the sales team and distributor network
- Ensure brand strategy, pricing, and retail position are consistent and aligned within the sales dept and company objectives
- Work cross-functionally with Sales, Operations, Business Intelligence, and Marketing to build annual and monthly company volume forecasts
- Lead the coordination of limited time items and new brand forecasts and revenue maximization
- Lead the alignment of sales and operations to maximize company efficiencies

Our Values – The Yuengling Way

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



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- Work with the Leadership team to develop TYC channel sales strategies aimed at enhancing Yuengling's effectiveness at retail
- Develop department analytical capabilities to measure pre and post promotional analysis, competitive activity, interpret and utilize syndicated data reports
- Oversee pricing strategy and revenue optimization to meet company objectives in a timely manner
- Work cross functionally with TYC and DGY Chain teams to ensure retail/chain price submissions for key National Accts, and work with pricing vendors to ensure chain execution
- Develop, maintain, and communicate scorecards in a consistent and insightful manner to assist in identifying gaps

2. Other Responsibilities:

- Develop, coach, mentor, and train TYC sales development team
- Maintain strategic direction and disciplines within the sales department
- Effectively manage financial budgets and company resources
- Ensure team proficiency and training in Syndicated data, Pricing applications, Retailer Pricing Systems, and other resources

3. Skills and Qualifications:

- Bachelor's Degree.
- 5+ years in sales or sales operations.
- Excellent organizational and interpersonal skills.
- Proficient/advanced in Microsoft applications; Word, Excel, SharePoint and PowerPoint.
- Detailed oriented, with the ability to work independently or as a team.
- Leadership abilities aligned to working in a cross functional setting between, sales, national accounts, marketing, and operations.
- Requires expertise in communication and presentation skills.
- Requires extensive knowledge of the three tiers of the beverage industry.
- Requires the ability to analyze statistical data and formulate strategies.
- Proficient in managing and analyzing Syndicated Data (IRI preferred).
- Experience and understanding of pricing strategies and systems.
- Performs additional duties and responsibilities as requested, directed or assigned by management.
- Position resides in TX and requires 10-15% travel

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