



Pricing & Revenue Optimization Manager

Job Description

Updated 1-19

Department: Sales

Reports To: Vice President of Sales – Director of Sales Strategy and Development

Summary:

The Pricing and Revenue Optimization Manager will be responsible for developing, maintaining and analyzing pricing metrics/tools in order to drive the optimization of our pricing strategies and tactics to ensure profitable business decisions and alignment to company Vision. This role is a key member of the Sales Leadership Team and will collaborate with all Sales Directors, National Accounts, and Zone Managers.

KEY FUNCTIONS OF POSITION:

- I. **Pricing Coordination and Analytics**
 - a. Coordinate with Region Sales Directors and National Accounts team to develop pricing strategies for the DGY portfolio of brands, as well as policies and procedures to administer pricing consistently across markets.
 - b. In conjunction with Zone Managers, monitor all three tiers of pricing, and identify areas to maximize DGY Sales and package efficiency
 - c. Analyze key package pricing, and evaluate promotional opportunities that are financially viable for both DGY and distributors.
 - d. Evaluate and recommend price increases (annually or as needed) to maintain competitive domestic premium levels.
 - e. Make recommendations and assist in the pricing strategy for any new brands/items that is consistent with DGY's portfolio strategy.
 - f. Monitor competitive pricing levels and promotional activity, and its impact on DGY's business objectives and general market conditions.

- g. Research and collect all necessary data/information to create and implement new pricing tools, reporting and analysis to improve the pricing acumen of the entire DGY organization

II. Pricing Communication

- a. To develop, coach, mentor, and train DGY and distributor sales personnel on our pricing strategy, execution, and margin analysis.
- b. Foster a working relationship with our distributor partners that is mutually beneficial and respected.
- c. Present suggested pricing to management for approval, and communicate price increases back to the appropriate departments internally.
- d. Manage and communicate the EDLP and price promotion calendar for all markets and communicate that to internal departments. Also responsible for integrating promotional pricing strategies with local market plans
- e. Lead execution of Price Increases at state and zone level to ensure alignment to pricing strategies and cost increases

III. Revenue Management

- a. Manage annual and quarterly price planning process with Management team and Field Sales.
- b. Drive plan to achieve Revenue per barrel goals by Region and Company
- c. Along with Region Directors, Jointly manage price promotion budgets and calendars to ensure alignment to strategies
- d. Drive spring-summer pricing planning process ahead of the Annual Business Planning process

Skills and Qualifications:

- a. Excellent organizational and interpersonal skills. Demonstrates group presentation skills and participates in meetings.
- b. Proficient in Microsoft software programs Word, Excel and PowerPoint. (expertise in Excel preferred)
- c. Detail oriented, with the ability to work independently or as a team. Promotes flexibility and is responsive to change in a positive manner.
- d. Requires extensive knowledge of the three tiers of the beverage industry.

- e. Experience using VIP and other pricing systems is preferred, as well as a proficiency in using syndicated IRI data.
- f. Requires the ability to analyze pricing and margin data and formulate strategies.
- g. Self-starter, with the ability to build and implement systems necessary to collect, maintain and analyze data.
- h. Performs additional duties and responsibilities as requested, directed or assigned by management.
- i. Ability to travel occasionally, with frequency of up to 25% during certain times of year to make key distributor visits, Plan with Region and Zone Teams and evaluate DGY / competitive pricing.
- j. Ability to meet deadlines. Identifies and resolves problems in a timely manner. Works well under pressure.
- k. Demonstrates accuracy and thoroughness; monitors work for accuracy.

Education and/or Experience:

Bachelor's Degree and a minimum of 5 years of industry experience is required. Experience working directly with wholesalers and retailers in Sales is a plus. Proven track record of success performing data analysis, building and maintaining financial reports in a challenging environment.

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