

Job Description

Position Title: International Sales Manager (ISM)
Category: Full time
Reports to: President
Region: International. Based in California or Europe.

OBJECTIVE: Our International Sales Manager (ISM) will improve the brand health of Ridge Vineyards (“RIDGE”) in International Markets by selling in a manner that serves to continuously elevate the reputation of the winery. They will deliver the stated volume, revenue and profit objectives for the International Market in a manner consistent with RIDGE's values. The ISM will ensure strong communications with importer partners, key retailers, key restaurateurs, key press, sommeliers, and industry groups (e.g. The Wine Institute). They will continue to move RIDGE forward with the ambition of becoming the top California wine in top restaurants and wine shops globally.

DUTIES AND RESPONSIBILITIES

- Ensure that the stated and agreed upon revenue, volume and financial goals for the international market are achieved.
- Manage a network of 50 importers. Ensure that all importers have clear annual objectives that are in clear alignment with RIDGE’s objectives.
- Manage the relationships with all of our importer partners in 40+ nations. Work to ensure that RIDGE is top of mind with these partners and that they work hard to elevate RIDGE’s status in their markets.
- Ensure clear goals are set for every importer and that their progress against these goals is evaluated on a regular basis (quarterly, annually). These goals may include (depending on size of market) shipments, depletions, points of distribution, on and off premise mix, target accounts, and pricing control.
- Deliver international sales goals while working within stated budget constraints for travel, entertainment, meals, telephone, and promotional spending.
- Achieve placements and build relationships with targeted prestige restaurants.
- Travel to markets to ensure you have strong relationships with all key importers. Support the efforts of the importers. Spend time out in the markets meeting with customers, working with sales reps, doing staff trainings, doing sales meetings, and generally communicating RIDGE’s key messages.
- Continuously build the strength of our relationships with our importers. They are the caretakers of our brand and we need to have built a huge reservoir of trust with them.
- Responsible for the P&L for International Business Unit.
- Manage the allocation process for the International Business Unit, assigning allocations to importers in a manner that maximizes RIDGE’s prestige and profitability.
- Other duties as assigned.

ADDITIONAL RESPONSIBILITIES:

- Work trade and public tastings representing RIDGE
- Forecast long-term, annual, and monthly sales as requested
- Be an effective and eloquent ambassador for the winery with all levels of customer: internal sales, distributors, trade, and consumers
- Continually evaluate market conditions and competitive activity.
- Establish effective working relationships and collaborations with other departments (Marketing, Finance, IT, Customer Service, Production) to address key business issues and opportunities
- Provide monthly reporting to the President

REQUIREMENTS / EXPERIENCE:

An ideal candidate will have:

- A BA/BS degree.
- Knowledge of a second or third language (Chinese, French, German preferred)
- Strong wine knowledge and a passion for wine
- An understanding of the luxury wine business
- 7+ years' work experience in wine sales and marketing, international experience preferred
- Ability to represent RIDGE in authentic manner consistent with RIDGE values and philosophies to all types of trade, press, collectors, and consumers
- Outgoing personality, with excellent written and verbal communication skills
- Ability to inspire and teach Importers and Customers
- Ability to set goals for organizations and manage to those goals
- Ability to strategically set pricing in multiple currencies
- Ability to allocate wine amongst importers in a strategic fashion that builds brand strength and maximizes pricing.
- Strong distributor/importer management skills (goal setting, inventory management, ability to conduct a business review)
- Experience managing distributor/importer inventories and pricing
- Experience selling to on- and off-premise accounts
- Knowledge of how to get things done with all sizes and types of importers
- Ability to develop relationships with key buyers and press
- Ability to travel extensively outside the US
- Ability to present and sell Ridge wines to accounts, working alone as well as with importer sales people
- Ability to work trade and public tastings representing RIDGE
- Ability to forecast long-term, annual and monthly sales as requested
- Skills to be an effective and eloquent ambassador for the winery with all levels of customers: internal sales, distributors, trade, and consumers

RIDGE

VINEYARDS

- Ability to continually evaluate market conditions and competitive activity
- Ability to value Importer sales and inventories and identify problems and opportunities
- Able to actively visit markets, meet with key management of importers and ensure RIDGE is receiving the needed share of the importer's time and effort
- Ensure that mutually agreed upon goals are being achieved.
- Highly motivated, results oriented
- Strong presentation and organizational skills
- A valid driver's license