

**Position Title:** Manager, Regional – Puerto Rico

**Location/Department:** Miami-Atlanta-Puerto Rico / Sales

**Reports To:** Director, Sales

**Date:** 12/22/10

**Band:** E2

**Job Posting #:** 10-003

### **POSITION SUMMARY:**

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The primary role of the Regional Business Manager is to be responsible for managing existing distributor relationships and leading the selection and appointment of new distributors and routes to market; will direct and control the execution of sales and trade development plans through key distributor principles, as well as the training and motivation of distributor sales forces to achieve optimum profitable sales volume. A premium is placed on effective distributor management, leadership, and people management. This position is heavily focused on leading and providing education and on-hand selling of Constellation Brands select portfolio on/off premise accounts. Nurture and develop direct-to-retail accounts throughout the region including the leveraging of Constellation's national accounts relationship.

### **RESPONSIBILITIES:**

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- Building the Constellation portfolio. Seeking opportunities for growth and recommending them to independent distributors
- Managing entire business, with primary focus on building brands profitably by expanding depletions while protecting margins.
- Working with the Sales Director (Latin America) to ensure that sales plans and profit contribution are achieved on a monthly and yearly basis, within budget.
- Working with the Sales Director (Latin America) in annual planning, strategic planning, and forecasting
- Establishing sales goals.
- Negotiating targets, marketing plans and promotional budgets with distributors within the territory.
- Monitoring distributor performance.
- Attending regular Brand Owner business reviews with distributors.
- Maintaining Direct contact with key customers in both the on and off premise marketplace to build awareness of Constellation's products.
- Developing effective sales and marketing programs in conjunction with individual Brand Owners for implementation by independent distributors.
- Working with distributor sales staff to build sales volumes
- Constantly assessing distribution opportunities and recommending changes where advantageous.
- Responsible for assessing new market opportunities, developing expansion plans, and

- executing new market plans.
- Managing P & L.
- Monitoring of competitor activity.
- Administering trade marketing programs regionally.

## QUALIFICATIONS:

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- 5 -7 years experience.
- University / College degree or equivalent required.
- Have a strong desire to be a key member of a successful team; strong business, strategic, financial, and analytical acumen; impeccable follow-up and follow-through skills; concise, articulate, and productive communication style – written, verbal, and presentations.
- Must be willing to travel by plane or train for long distances 30%-40% of the time
- Physical requirements require; standing, sitting, bending, crouch and kneel
- Tertiary qualifications in sales and marketing related disciplines.
- A successful track record in consumer product sales management, preferably in the wine industry.
- Ability to think strategically and work tactically to achieve results.
- Strong organizational skills.
- Strong communication skills and ability to work with people of different backgrounds and experience levels.
- Ability to work with considerable independence in day-to-day work.
- Entrepreneurial, but with ability to work within a corporate structure.
- Positive disposition, highly motivated, goal orientated with a strong desire to achieve results.
- Fluency in English and Spanish highly recommended

## APPLICANT PROCEDURE:

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All applicants must submit a cover letter with their resume to the following contact either electronically, by mail or facsimile:

**Human Resources  
Staffing @cwine.com  
Refer in subject line: Regional Manager – Puerto Rico**

Constellation Wines U.S. is a division of Constellation Brands Inc., the world's leading wine company. Constellation Wines U.S.'s powerful portfolio of premium wines and spirits includes such iconic brands as Robert Mondavi, Clos du Bois, SVEDKA, Blackstone, Arbor Mist, Estancia, Ravenswood, Kim Crawford and Black Velvet Canadian Whisky. To learn more about Constellation Wines U.S. and its portfolio, visit [www.cwine.com](http://www.cwine.com).