



NYC SALES MANAGER

We are looking to add to a BIG DREAMER, self-motivated, experienced beer sales leader, to our team. This person will possess strategic prowess, craft beer experience but be ready to reimagine the definition, and have knowledge of the greater New York City market footprint.

About Us -- Harlem Blue Beer

We like simple. There are enough things in life that surprise you and are complicated. Making and delivering *good beer from a good place* should not be hard. It's how we do. Harlem Blue is resetting how we think about craft beer, as we broaden the tent and invite more people to drink great beer.

This position might be for you if “Harlem” inspires the hustler in you to come out. There’s an energy, style and flavor that comes to mind when you hear “Harlem.” And recognizing the contributions of Harlem to the greater City of New York, is why Harlem Blue exists. You can help us spread that good feeling.

The **NYC Sales Manager** is a vital part in executing the priorities of the wholesaler network. As the Sales Manager you will manage and lead a growing team of Sales Representatives, drive results and foster wholesaler and retailer relationships. Harlem Blue is an early stage company, and accordingly, the ideal candidate will be an innovative thinker, nimble to achieve sales goals, and patient to develop and mature new systems and personnel that best fit brand goals.

Duties/Responsibilities may include:

- Interview, lead, coach and empower sales team to achieve results;
- Develop, optimize and implement sales and pricing strategies;
- Develop and execute goals and objectives to expand business through strategic planning, sales analysis, business plan development, and relationship fostering with key retail accounts;
- Provide market feedback regarding competitive offerings, prospect needs, and product development ideas;
- Lead on- and off- premise channel strategy, KPIs and goals to achieve quarterly growth targets;
- Procure, manage and review data sources relevant to sales team’s successes to convert insights into actions for distributor presentations;
- Engage with leadership and partners to align production forecasting and build true-to-target projections;
- Create staffing projections and budgeting to maximize future growth;
- Monitor, analyze and develop counter measures to competitive market activity on an ongoing basis;
- Assess distributors’ plans and measure results regularly to develop strategies for individual markets;
- Strengthen and further develop the company’s distributor network;
- Provide training to accounts on brand/products to include ingredients and pairings, brewing process, history, quality and current trends.

Required Skills/Abilities:

- 3+ years of sales experience, preferably beers, wines or spirits
- Prefer previous leadership position(s), managing a high-performance sales team;
- Knowledge of the chain environment and three-tier system;
- Knowledge of market and industry trends, competitors and leading customer strategies;



- Proven ability to build and maintain effective working relationships with top-level decision makers, distributors and internal stakeholders;
- Ability to analyze data and strategize growth-focus solutions;
- Decisive, collaborative and tenacious problem-solving abilities;
- Experience as bartender, waitstaff, bar management, distributor sales rep, a strong plus
- Strong coaching and team-building skills, both internally and cross-functionally;
- Meticulous organizational and planning habits;
- Willingness to work a flexible work schedule, including local travel;
- Excellent negotiation and analytical skills with ability to influence customers to accomplish goals;
- Experience with key tools and levers that drive sales performance – CRM systems, Pricing, Promotions, Referral Programs and Account Management best practices, etc.;
- Proficiency in MS Office, Excel and Gmail tools.
- Fun to be around.

Supervisory Responsibilities:

- Sales team.

Education and Experience:

- Undergraduate Degree (Preferred)
- Beer Beverage Sales: 3 years (Preferred)

Physical Requirements:

- Must be able to stand and walk for long periods of time during events.
- Must be able to lift 60 lbs occasionally with cases or kegs of beer.

Additional Details:

- *Work location will vary.*
- *Travel throughout 5 boroughs.*
- *F/T available - flexible.*
- *Weekdays – rare weekends.*
- *Compensation based on experience. (\$50,000 - \$65,000 per year + Performance Bonus)*
- *Benefits include- medical, dental, disability insurance, paid time off, and company holidays.*

We look for people who are original, gritty, hardworking, appreciate flavor, and take pride in supporting who and what's around them. Especially, those from uptown. And of course, people who like to have fun (it is beer after all). Hope that you can be part of the Harlem Blue Family!

As an ambitious new company seeking to rethink the way craft beer approaches the market, we are committed to finding innovative ways to continually improve. It's this kind of thinking that creates a unique work environment that rewards talent and grit, celebrating diversity and encouraging forward thinking. All qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identity, national origin, protected veteran status, disability status or any other characteristic protected by applicable law.

***SUBMIT COVER LETTER AND RESUME TO SIPS@HARLEMBLUE.COM.**

Good luck!!