

Position Title: Director of Sales, Riverbend Malt House Inc.
Location: Asheville, North Carolina
Reports to: CEO

Company Summary: Riverbend Malt House was founded in 2010 with the goal of producing high quality, locally sourced, artisanal malt for use by the craft brewing and distilling industries. Riverbend is experiencing rapid growth and in 2022 achieved the Inc 5000 Fastest Growing Private Companies in America status. www.riverbendmalt.com

Position Summary: The Director of Sales ensures that Riverbend Malt House consistently meets or exceeds sales goals while maintaining a high level of customer satisfaction. The Director of Sales is also a key member of the management team.

Responsibilities:

- Manage the Riverbend sales team, enabling Riverbend to achieve its sales goals.
- Meet regularly with Riverbend's customers.
- Develop sales plans defining how sales targets will be achieved for customer, product and market segments.
- Position Riverbend favorably within major accounts, resulting in high customer satisfaction results and ensuring future business.
- Competently represent Riverbend at industry tradeshows and events.
- Actively participate as a member of the marketing team. Ensure that the sales team implements marketing programs and generates marketing content.
- As a member of the management team, help define corporate strategy, develop business opportunities and resolve issues.
- Provide accurate sales forecasts.
- Travel. Although many of Riverbend's customers are local, this position may entail up to 50% travel.

KPIs / Performance Metrics:

- Sales revenues vs target.
- New customer acquisition.
- Customer retention.
- Growth in average sales per customer and growth in sales to Major Accounts.

Competencies:

- In-depth knowledge of malting and craft brewing processes. Knowledge of craft distilling a plus.
- Understanding of professional sales, including concepts such as sales cycles, pipelines, negotiation strategy, influencing tactics, etc. Ability to comfortably and successfully sell on quality, innovation, brand and customer service vs. price.
- Major Account planning. Ability to develop and implement account specific strategies designed to achieve target sales and penetration goals.
- Strong presentation skills; comfortable speaking in 1:1 and 1:many situations with brewmasters, brewery/distillery owners and members of the press.

Interested candidates please send a resume to: scott.hickman@riverbendmalt.com

- People management skills.
- Ability to influence across organizational lines. Able to work cooperatively with Operations regarding scheduling, R&D regarding new product development and Marketing in the area of demand creation, brand and product positioning.
- Able to discern when incremental company resources and assistance are/are not needed; ability to frame resource requests succinctly, specifically and with benefit to company clearly defined.
- Flexible Team Member. Balances team and individual responsibilities; able to deal with frequent change, delays, or unexpected events; puts success of team above own interests.
- Strong Communicator. Listens well, builds commitment and overcomes resistance; speaks clearly and persuasively in positive and negative situations; responds promptly to customer needs.
- Serves as the “Voice of the Customer” and “Voice of the Market.” Provides feedback about customer service, new product ideas and competitive intelligence.
- Values the interests of all Riverbend stakeholders including employees, local farmers and the community.

Qualifications and Experience:

Professional Experience:

- 5+ years of successful sales experience with a consistent record of meeting/exceeding sales goals.
- Preference for candidates who have had experience:
 - Working as a professional beer brewer.
 - Working with malt, especially as a maltster.
 - Working in a small, rapidly growing environment.
 - Managing people.
- Experience with QuickBooks and with a CRM system preferred.
- Education: Bachelor's degree preferred (but not required.)

Certifications:

- Coursework with Miller-Heiman, Rackham or other strategic selling methodology a plus.
- Cicerone certification(s) a plus.
- Must have a driver's license.

Compensation: Commensurate with experience. A significant portion of the annual compensation will be in the form of commissions linked to sales goals. Riverbend also offers a benefits package that includes healthcare and paid vacation.

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