

COMPANY

DISTILLING™

Area Manager

Company Overview

At Company Distilling, we're more than a distillery – we're a team committed to crafting exceptional spirits and creating meaningful experiences for our customers and communities. With roots in Tennessee and a vision for growth, we combine tradition, innovation, and authenticity in everything we do.

We believe success comes from building a healthy, supportive culture. Our team members are expected to live our values: showing up with positivity, curiosity, and professionalism; collaborating across departments; and contributing to an environment where people can thrive. Every role at Company Distilling plays a part in shaping our story, strengthening our culture, and driving our mission forward.

Job Summary

The Area Manager supports Company Distilling's sales growth and brand presence across key territories by managing distributor execution, driving account relationships, and supporting field-level programming. This role is responsible for increasing depletions and visibility in both on- and off-premise accounts, with a specific focus on priority Tier One and Tier Two markets. The Area Manager will spend significant time in the field building relationships, executing programs, and supporting the sales and distribution team through education and activation – turning plans into results.

Job Location

Based in Maryville, TN, with frequent travel required to key distributor and retail markets inside and outside of Tennessee.

Key Responsibilities

- Spend at least 50–60% of time in the field and in markets outside of Tennessee, supporting distributor and account execution.
- Commercial Leadership, Sales Execution, & Brand Engagement
 - Develop and execute annual territory plans that deliver against volume, distribution gains, velocity increase, revenue, and profitability targets.
 - Lead brand activation, drive distribution, display, and menu placements across key on- and off-premise accounts.
 - Monitor market trends, competitive activity, and channel dynamics to identify new business opportunities.

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- Deliver effective presentations to buyers, key retailers, and distributor partners to secure brand growth commitments.
- Staff training and engagements with key retailers, their retail staffs as well as key bartenders and waitstaff on-premise.
- Participate in and lead select events – including trade shows, retail association gatherings, and whiskey-centric events – that elevate Company Distilling’s presence and support commercial objectives.
- Distributor & Partner Management
 - Serve as an active point of contact for the broker network, distributor sales personnel and marketing teams within the territory.
 - Provide ongoing in-person sales support, sales training and motivation to distributor representatives to enhance portfolio advocacy.
 - Manage budgets and co-op spending to ensure efficient trade marketing investments.
- Business Analytics & Reporting
 - Analyze sales data, depletion trends, and inventory levels to ensure accurate forecasting and demand planning.
 - Utilize trade data tools (e.g., VIP and internal reporting systems) to assess performance and develop actionable insights.
 - Prepare and deliver detailed market recaps and performance reports to leadership and cross-functional partners.

Required Qualifications and Skills

- Strong knowledge of distributor management and the three-tier system.
- Excellent communication and relationship-building skills across all account levels.
- Highly action-oriented with a focus on execution and measurable results.
- Comfortable with frequent travel and working autonomously in the field.
- Strong presentation skills for conducting trade education and staff trainings.
- Proficient in CRM tools, VIP, Excel/Google Sheets, and internal reporting platforms.
- Organized, accountable, and able to manage multiple priorities simultaneously.

Core Competencies

- Strategic Thinking: Ability to analyze market data and build actionable growth plans.
- Influence & Leadership: Skilled at driving accountability through indirect leadership of distributor teams.
- Brand Stewardship: Passion for premium brands and disciplined execution in the marketplace.
- Entrepreneurial Mindset: Self-starter who thrives in fast-paced, results-driven environments.

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- Collaboration: Works cross-functionally with Marketing, Finance, and National Accounts teams.

Education and Experience

- Bachelor's degree in Business, or related field.
- Minimum 5+ years of sales or field marketing experience in the beverage-alcohol industry.
- Proven success in distributor management, account execution, and territory growth.
- Experience with on- and off-premise sales strategy and trade engagement.
- Track record of building strong relationships with retailers, distributors, and key accounts.

Job Type: Full-time