



Position Title: Sales Analytics Manager
Department: Marketing – NYC Office
Reports to: Vice President Trade Marketing

POSITION SUMMARY:

The Sales Analytics Manager (SAM) role is a highly analytic role responsible for category analysis and developing fact-based selling stories to drive growth for Stoli Group Portfolio. This role is also responsible for building the processes, systems and reporting which are necessary to measure key performance indicators for the sales team. The SAM role ensures the sales organization is set up to accomplish their goals which in turn help directly impacts the financial performance of Stoli Group USA. This includes working cross functionally to build the commercial plans (depletion volumes and local in-market spend budgets), developing reports to help track and monitor performance, and implement process to measure and evaluate potential investment opportunity to determine financial viability.

ESSENTIAL DUTIES/RESPONSIBILITIES:

- Analyze and synthesize data from a variety of sources including VIP, Nielsen, Scan Data, and distributor portals to develop insights that can be used to build fact-based retailer sales presentations and selling materials.
- Develop and implement detailed and accurate reports for the sales management team, providing visibility into performance against key business objectives.
- Communicate effectively with field sales managers to improve operational processes as well as executives to provide updates and escalation of key issues.
- Provide support to the field sales organization sales operations processes, and operational reports.
- Ensure consistency, reliability and, quality of all standard reporting deliverables.
- Work with sales, marketing, and exec team, to develop Quarterly National Execution Metrics.
- Track, update, and communicate National Execution Plan monthly.
- Manage bi-monthly “Flash” reporting process, allowing business to identify risks and opportunity to current forecast.
- One of two HOST reporting tool admins, managing system access and requirements and monitoring data integrity.
- Commercial finance lead for the annual depletion and Local Performance Funds (LPF) plan build, working cross functionally to ensure appropriate budget creation in line with brand and corporate guidance.
- Participate in the annual planning process, supporting the development of MAPS guidelines and assisting with integration into market level plans.
- Make assortment recommendations, focusing the sales team on the biggest distribution opportunities and providing the tools and data they need to close distribution gaps.
- Support administrative activities for sales strategy, including sales presentations, sales team communications, and Exec Team presentations.

JOB REQUIREMENTS:

- Bachelor’s Degree in a related field. 5 years finance experience, preferably in food and beverage industry. Some experience in data analytics or trade management preferred.
- Strong analytical capability in synthesizing data from a variety of sources including VIP, Nielsen, Scan Data, and distributor and develop alternative solutions while working well in group problem solving situations.
- Exceptional project management skills with ability to manage and influence many internal stakeholders across executive, supply, marketing and sales functions to coordinate activity and consistency of outcomes.

- Demonstrated collaborative problem-solving skills in identifying and resolving problems in a timely manner. -The collaborative spirit is also critical to build the much-needed relationships with our customers; both on the buying side and on the marketing side.
- Ability to solve complex problems with creative solutions and the willingness to find new ways to grow the business is critical in order to thrive in this role.
- Strong communication skills in partnering with sales teams.
- Ability to develop presentations that tell a story with data (i.e., having a good data driven story coupled with the ability to successfully deliver it internally and externally).