

**Position Title:** Group Director, Retail Operations and Direct to Consumer

**Location/Department:** St. Helena, CA / Marketing Services

**Reports To:** VP, Marketing Services

**Date:** 1/28/11

**Band:** D2

**Job Posting #:** 11-011

## **POSITION SUMMARY:**

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Seeking a qualified leader to manage our stable of winery visitor centers, wine clubs, and e-commerce activities. This person has extensive experience in luxury retailing and direct marketing. Wine experience is a definite plus. This \$25M business includes management responsibilities for 5 direct reports and 100+ full and part-time personnel.

## **RESPONSIBILITIES:**

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- Ensure delivery of the annual financial plan through full P&L ownership.
- Oversee the development and execution of the annual marketing plan.
- Developing sustainable growth plans for the DTC and Retail businesses through effective long-range strategic planning.
- Coordinate and optimize business synergies between eight brick-&-mortar businesses and club/e-commerce businesses.
- Build and lead a best in class results oriented team of 100+ full and part-time personnel.
- Manage role definition along with career and succession planning for the departments.
- Broaden / strengthen interdepartmental relationships with trade hospitality, winemaking, operations, marketing, compliance, legal, consumer insights, IT, and finance.
- IT integration experience a definitive plus resulting in the design of effective business / information technologies.
- Broaden and strengthen external relationships with vendors and agencies. Strong emphasis on partnership marketing and business development.
- Day-to-day operational responsibilities include inventory management, product development, capital planning, business reporting, interdepartmental relations, strategic partnerships and new business development.
- Day-to-day personnel responsibilities include performance management, training and development, career planning and succession planning.

### **Retail Operations (in conjunction with team leaders)**

- Conceive and implement unique experiences at each winery that are consistent with brand messaging and values. Innovate regularly to retain consumers and drive traffic.
- Build a culture of profitable and hospitable consumer experiences at each winery.
- Optimize and capture latent synergies between winery-visitors and 'mail-order' customers, to maximize capture and retention of club members.
- Strategically design and inspire visual merchandising. Oversee 'look-and-feel' and floor-sets to maximize brand-equity, 'story-telling, life-style appeal, and wine sales.
- Oversee the selection and procurement of all non-wine merchandise.
- Develop marketing programs & partnerships to drive interest & traffic at all visitor centers.

### **Direct to Consumer Operations (in conjunction with team leaders)**

- Develop, strategize and implement wine club programs that result in high conversion, retention, and profit.
- Capitalize on experiential marketing opportunities to attract wine club members.
- Strong direct to consumer marketing and e-commerce experience.
- Develop and maintain vendor relationships. Build outside relationships to advance strategic partnerships with related businesses.
- Strong understanding of the marketplace, especially shipping and compliance laws.
- Ensure that all direct-to-consumer operations appropriately represent each winery/brand.

### **QUALIFICATIONS:**

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- Four year college or University degree
- 10+ years progressive management experience in a medium to large retail team
- 2+ years Direct Marketing experience is required
- Wine industry experience is a definite asset

#### **Key Relationships**

- VP Marketing Services (immediate supervisor)
- Marketing: Brand marketing teams, creative services, and public relations.
- Cross-functional: Finance, IT, Sales, Purchasing
- Operations: Wine supply and planning team
- Strategic partners, contractors and suppliers

#### **Position specifications**

- Strong business acumen and understanding of the business of wine.
- Motivated, team oriented with a strong customer and consumer focus.
- Excellent oral and written communication skills. Polished public presentation skills.
- Demonstrated training and mentoring skills and ability to focus a large team on delivering a world class consumer experience at all levels.
- Self-starter and ability to multi-task with attention to detail.
- Innovative with a desire to continuously improve on what has been delivered
- Computer literate and able to use Lotus Notes, Excel, Word and PowerPoint.
- Ability to develop relationships & work collaboratively with internal & external constituents.
- Ability to prioritize and get things done in a rapidly changing environment.
- Ability to travel as needed

### **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: Grp Director Retail Ops**

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).