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OPPORTUNITY PROFILE

**Director, Customer Management &
Trade Development**



PETER MIELZYNSKI AGENCIES LTD



About PMA

www.pmacanada.com

Founded in 1979 and based in Oakville, Ontario, PMA brings its long-established relationships with shareholders [William Grant & Sons](#) and [Distell Wine & Spirits](#). PMA also brings exclusive long-standing supplier relationships that include spirit partners [Jägermeister](#), [Goslings](#) and [Flor de Caña](#), beer partners [Innis & Gunn](#), [Estrella](#), [Red Stripe](#) and [Lagunitas](#) and wine partners [Norton](#), [Emiliana](#), and Reh Kendermann.

in 2018, PMA signed a national sales brokerage agreement with [Brown-Forman](#), makers of Jack Daniel's along with a strong portfolio of premium spirits and expanded its relationship with Distell. The Brown Forman agreement lifts PMA to the 4th largest selling agency in Canada by value and strengthens PMA's national footprint, allowing an efficient route to market for the company's full portfolio of brands. Recently,





The Opportunity

The western Canadian Director of Customer Management & Trade Development will lead the Regional Customer Management Team comprised of five Key Account Managers, two Trade Development Managers and two Coordinators. This leadership role will own all aspects of the relationships and communication with Liquor Boards and private Retail Chain customers within the most dynamic Alcohol Retail region in Canada, the British Columbia, Alberta, Saskatchewan, and Manitoba markets. This includes interacting with all strategic departments within the customer framework including category management, inventory, purchasing, procurement, and logistics. The role is responsible for delivery of PMA Performance Targets (shipments) as identified in PMA's annual planning process. Your success is defined by your ability to lead the development of annual customer plans working collaboratively with Trade Development and PMA Brand Management teams to deliver on Brand and Supplier objectives. The Director is also responsible for coaching, development and leading the performance management of all members of their team.

Department: Customer Management & Trade Development

Reports to: VP Customer Management & Trade Development – [Josh Mitchell](#)



Responsibilities

Generally, the new Director, Customer Management & Trade Development will be responsible to:

- Align annual PMA portfolio/brand targets with Customer Strategies in order to deliver a go to market plan to deliver targets
- Review and evaluate performance monthly by brand and customer versus target, and develop action plans accordingly to ensure target delivery.
- Lead customer strategy briefing sessions with PMA Brand Teams as part of the annual planning process and ongoing in order to identify additional opportunities outside of the annual planning process.
- Own development of compelling sales presentations in order to secure programming, listings, new product launches, and pricing strategy opportunities.



- Analyze competitive activities and generate insights to create a competitive advantage.
- Secure incremental store distribution opportunities directly with the category buyers.
- Develop monthly distribution and KPI priorities for the Sales Execution team and communicate via Trade Development.
- Work closely with the PMA Logistics Team to deliver accurate sales forecasting and sell-in proper inventory levels with the customer.
- Beat the competition, deliver/exceed the annual plan and be the partner of choice for our customers.
- Maintain high levels of employee engagement and a culture that encompasses the Values of the Company.
- Owns the relationship with regional Trade Associations, provides updates to the PMA business on current matters and raises pertinent industry issues impacting our supplier's businesses and the industry.
- Other duties as assigned.

Must be able to:

- Live and demonstrate the Company Values.
- Demonstrate and exhibit high levels of professionalism with internal and external customers.
- Must be able to work in office (hybrid schedule).

the right people

Qualifications

Required Skills/Experience

- Knowledge of Liquor Board Regulations, market trends and competition are critical
- 5-8 years' experience in Key Account Management roles or significant practical experience within customer / consumer / supplier environments
- Excellent Negotiation and Persuasive Selling Skills
- Experience managing complex customer relationships
- Capable of seeking out new ideas, exhibit initiative and be proactive
- Excellent leadership capabilities with strong presentation and interpersonal skills
- 3-5 years of people management experience
- A proven track record of developing the skills and capabilities of their team members.
- Excellent organizational and communication skills (written and verbal)
- Demonstrate sound judgment and problem-solving skills
- Strong organizational and multi-tasking capabilities
- Strong Project Management skills
- Relevant cross-functional experience (finance, operations, IT, HR, project management, etc.)
- Excellent computer skills, including advanced Excel and MS Office
- Must possess a valid driver's license. Must have fully insured and reliable transportation
- Bachelor's Degree required

the right people

Compensation

This leadership role offers a competitive base salary range, an annual performance bonus worth more than \$25k, a vehicle allowance of almost \$9k per year, gas card, a \$80 per month BYOD mobile allowance, a RRSP matching program, and an amazing product education allowance.

Express Your Enthusiasm

Email a cover letter and tailored resume (PDF or Word document only) to **Ryan Vanjoff or Allan Nelson** at calgary@leadersinternational.com indicating the job title in the subject line of the email.



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