Regional Sales Director – East

WHO WE ARE

For more than 50 years, Dry Creek Vineyard has remained proudly independent and family-owned, with a pioneering history in Sonoma County and a reputation built on exceptional wines, enduring relationships and doing things our own way.

Today, we are one of the few remaining family-owned, estate-focused wineries of our size, with leadership positions in Sauvignon Blanc, Chenin Blanc and Zinfandel; a portfolio of consistently acclaimed wines; and an ambitious vision for the future. As the wine industry evolves, so do we. We are investing in our brand, expanding our reach and looking for new ways to win in an increasingly competitive marketplace — without compromising the quality, authenticity and integrity that got us here.

We are a small, nimble team of people who care deeply about wine, work hard, think creatively and aren't afraid to roll up our sleeves. Good ideas can come from anywhere, and individual contributions matter. For the right person, this is an opportunity to join a respected family winery at an important moment in its evolution — and have a real hand in where we go next.

WHO WE'RE LOOKING FOR

Are you the kind of salesperson who sees opportunity where others see a closed door? Someone who can study the numbers, build a strategy and then get out into the market and make it happen?

We're looking for a tenacious, relationship-driven **Regional Sales Director – East** to lead a large, multi-state territory and grow our business across some of the country's most important wine markets.

This is not a desk job. You'll be in the market building relationships with top restaurant and retail accounts, working alongside distributor teams, opening new doors and finding creative ways to expand successful placements. You'll dig into data to uncover opportunities, lead business reviews, conduct trainings, host wine dinners and tastings, and represent a family winery with more than five decades of stories to tell — and plenty of ambition for what comes next.

The right person is strategic but entrepreneurial, analytical but instinctive. You're self-directed, organized and accountable for your numbers, but you also understand that wine is a relationship business. You know when to work the plan and when a great opportunity calls for changing it.

Most importantly, you have genuine enthusiasm for fine wine and believe there is something worth fighting for in independent, family-owned wineries. You enjoy being in the market. You're curious. You ask questions. You follow up. And when someone tells you no, you're already thinking about the next door to knock on.

The final territory will be aligned with the successful candidate's location, established relationships and strongest markets. Candidates are ideally based in a major metropolitan area along the Eastern Seaboard, including the Mid-Atlantic, Florida or the New York metro area.

RESPONSIBILITIES INCLUDE:

- Owning revenue, volume, margin and spending objectives for the Eastern region and developing strategies to achieve growth goals.
- Partnering with distributors to establish shipment, depletion and placement goals; conducting business reviews; and taking timely corrective action when needed.
- Developing strategic target account lists using market intelligence, sales data, technology and collaboration with distributor partners.
- Building and deepening relationships with key accounts while continually identifying new placement and business-development opportunities.
- Identifying assortment, pricing, distribution and promotional opportunities using market, distributor and account-level insights.
- Adapting sales and marketing programs to capitalize on the needs and opportunities of individual markets and accounts.
- Conducting compelling brand education and training for distributor teams, trade accounts, and key buyers.
- Leading tastings, wine dinners, trade events and other market activations, including evening and weekend events as needed.
- Managing distributor inventories, promotional spending, point-of-sale materials and territory activity within established budgets.
- Bringing market intelligence, account insights and creative thinking back to the broader Sales and Marketing teams to help strengthen our go-to-market approach.

KEY QUALIFICATIONS:

- Minimum of 5 years of wine industry sales experience; bachelor's degree in Business or a related field preferred.
- Proven success developing new business and growing strategic accounts in the on- and off-premise channels.
- Established relationships with top buyers and distributor partners within relevant Eastern U.S. markets.
- Highly self-motivated and comfortable managing a large territory with significant autonomy and accountability.

- Strategic, analytical and comfortable using sales data and technology to identify opportunities and guide decision-making.
- Excellent relationship-building, presentation, public speaking and wine education skills.
- Highly organized, responsive and disciplined, with the ability to manage multiple priorities in a fast-paced environment.
- Genuine passion for fine wine, hospitality and the independent family-winery story.
- Collaborative spirit and willingness to pitch in as part of a small, high-performing team.

TRAVEL & OTHER REQUIREMENTS

This is a highly active, market-facing position requiring extensive travel throughout the territory, including frequent driving and air travel, as well as occasional evening and weekend events. Candidates must have a valid driver's license, acceptable driving record and required automobile insurance, and must be able to lift and carry a 50-pound case of wine.

READY TO MAKE YOUR MARK?

If you're ready to bring your relationships, hustle and strategic thinking to a family winery with an incredible history — and help us write what's next — **send your resume and cover letter to careers@drycreekvineyard.com.**

The base salary range for this position is $110,000 - $140,000 annually. This position is also eligible for a bonus of 25%. We also offer a monthly auto allowance and a comprehensive benefits package of medical, dental, vision, life, AD & D, 401k, and paid time off. Your final base salary compensation will be determined based on factors such as geographic location, skills, education, and/or experience.