

**Position Classification:** Executive / Senior Management

**Responsible for:**

- Taking full strategic and operational ownership of national domestic sales to maximise top-line revenue and bottom-line growth.
- Balancing De Bortoli's established marketplace success with modern optimisation, using real time data, smarter forecasting and streamlined sales processes.
- Premiumisation. Develop and execute a targeted fine wine strategy matching the family's commitment to their luxury and icon vineyard resources.

**Leadership/Business Influence:** Strategic & Operational Executive Leader.

**Reports to:** Managing Director

**Supervises:** National Domestic Sales Team (including State Sales Managers, Key Account Managers, and Sales Operations staff)

**Main Functions and Activities**

**Strategic Leadership & Commercial Growth**

- Build and execute smart, best-practice sales strategies to meet revenue, profit, and volume targets across all domestic channels, managing the budget tightly to protect commercial margins.
- Introduce innovative, commercially sound business initiatives that make commercial sense, backed by rigorous financial analysis and market trends.
- Take full ownership of the domestic P&L, managing budgets tightly and protecting commercial margins
- Identify emerging market trends, consumer shifts, and broader economic risks to pivot and refine the domestic sales strategy if and when needed.
- Create targeted strategies to grow the company's fine wine business, maximising the value of the family's investment (and commitment) in their top-tier vineyard assets.

**Measures:** Revenue & Volume: 100% achievement of budgeted domestic sales revenue, case volume, and gross profit margin targets annually.

P&L Accuracy: Variances to the agreed domestic sales expenditure budget maintained within  $\pm 2\%$ .

*Market Share: Demonstrable year-on-year growth in market share within key target segments (On-Trade and Off-Trade).*

*Increase icon and luxury wine sales as a percentage of total domestic revenue with minimal zero discounting.*

### **Sales Operations & Modernisation**

- Implement and embed modern sales frameworks, advanced CRM systems, and data analytics tools to maximise national sales force efficiency.
- Utilise data-driven business intelligence to accurately forecast domestic inventory needs, sales volume, and market demand.
- Audit and optimise the route-to-market structure, addressing underperforming sales channels and regional gaps.
- Design, monitor, and update commercial sales performance metrics and accountability frameworks.

**Measures:** *System Adoption: 100% onboarding by the national sales team onto the CRM platform within the agreed rollout timeline - maximising sales team performance through increasing time spent actively selling.*

*Forecast Accuracy: Improvement in monthly and quarterly inventory demand forecasting, resulting in a reduction of stockouts or over-allocations within a tight margin of error of  $\pm 5\%$*

*Operational Efficiency: Lower cost-of-sale percentages and higher net profit margins across optimised route-to-market channels.*

### **Team Development & Culture**

- Lead and mentor a national sales team that takes full ownership of their results and consistently hit their targets.
- Champion a culture of continuous improvement, commercial capability building, and professional development.
- Put in place clear succession plans, recruitment strategies, and fair performance management frameworks across the sales force.
- Foster a progressive forward-thinking team environment that respects the family business heritage while steering the company into its next phase or growth.

**Measures:** *85% or higher of direct reports achieving or exceeding their annual commercial KPIs.*

*Retention & Engagement: Maintaining high retention rates among key sales talent and improving annual team engagement survey scores.*

*Succession Planning: Establishment of documented succession plans and development pathways for all critical state management and key account roles.*

## **Stakeholder & Brand Management**

- Build and leverage high-impact relationships with senior executives across retail, wholesale, and distributor networks
- Work as a strategic partner with Marketing, Production, Winemaking, and Finance departments to keep the commercial strategy fully aligned.
- Represent De Bortoli Wines as a senior ambassador at major trade, industry, and luxury wine events.
- Ensure all national sales initiatives strictly comply with federal and state liquor licensing laws, safe work practices, and company values.

**Measures:** *Distribution Growth: Successful securing of new major product listings and expanded distribution footprints across key national accounts.*

*Cross-Functional Alignment: Seamless launch of new products (NPD) and marketing campaigns in full alignment with the Production and Marketing teams.*

*Compliance: Zero material breaches of liquor licensing laws or Workplace Health and Safety (WHS) regulations across the national sales force.*

## **Internal contacts:**

Managing Director, Executive Leadership Team, Marketing Department, Production & Operations Teams, Winemaking Team, and Finance/Accounts Departments.

## **External contacts:**

Major Retail Banner Groups (On & Off Trade), National Wholesalers, Key Independent Groups, State/National Distributors, and relevant Industry Regulatory Bodies (e.g., Liquor Licensing Authorities).

## **Essential Capabilities and Experience:**

- Extensive commercial knowledge of the Australian (and international) wine and beverage landscape (10+ years preferred), with a proven track record of leading national sales teams. Hands on experience with ERP/CRM Corporate systems
- A deep understanding of the luxury category - knowing what it takes to build brand equity, command premium prices, and sell high-end icon wines.
- Established, high-level relationship networks across national retail, wholesale, and on-premise channels.
- Advanced business and data acumen, with exceptional financial skills for accurate sales forecasting and risk mitigation.

- Proven experience introducing and scaling modern sales tools, including CRM platforms (e.g., Salesforce) and advanced reporting analytics.
- Inspirational, values-driven leadership skills with a history of developing capability, accountability, and a collaborative sales culture.
- Strong background in change management—specifically the ability to respect organizational legacy while executing modern strategic overhauls
- Excellent high-level negotiation, presentation, and communication skills, with the willingness to complete required pre-employment screening checks.

Incumbent Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Managers Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_