



## OPEN POSITION

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Odell Brewing Company, an independent craft brewery in Fort Collins, Colorado is looking for a Sales Data Analyst who has a passion for craft beer to join our sales team. This position reports to the Director of Sales and works closely with our National Accounts Manager and Sales Team. In this role, you will be using your ability to mine data from multiple sources, see a trend, make analytical connections, develop insights and tell a story.

Odell Brewing Company was started in 1989, making it one of the oldest craft breweries in Colorado. Remaining independent during this time of change in the craft brewing industry is a deeply held value, and in 2015, the original owners sold the majority of the company to its co-workers (now co-owners) in a combined management buyout and ESOP. The Brewery's managed growth strategy has created and fostered a culture of family and collaboration. With 115 co-workers, Odell will be expanding into Iowa, our 12<sup>th</sup> state, and recently introduced cans to its markets.

In 2015, Odell Brewing Company was named the #1 medium sized Best Company to Work for in by ColoBiz Magazine and Colorado SHRM.

### Responsibilities

- Lead data collection efforts for all aspects of Odell's sales department. Analyze data retrieved from several data stores, including our various SQL databases, VIP, IRI, Armadillo Insights, and our CRM among other sources.
- Develop powerful sales decks for our Team to present to distributors and key accounts
- Identify tactical sales opportunities using data and assist with developing executable plans to improve performance
- Assist with pricing analysis, development of pricing recommendations and managing price changes
- Develops and maintains sales tools and score cards
- Run ad-hoc data analyses to serve the needs of sales, marketing, business and other internal teams, and work with all of them to construct sustainable systems that put actionable data in front of those who need it when they need it.
- Help us to understand what's already happened, but also tell us what's likely to happen next by making quantitative projections.
  - Track, analyze and report on various sales metrics; monitor progress towards budget and sales goals and keep management apprised of any issues
  - Generate analysis of sales trends, competitive activity and market intelligence to help develop sales forecasts and the annual budget
- Assist with training and communicating to the sales team on our new capabilities relating to data analysis



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### Requirements

- Strong communication skills, both written and verbal, with the ability to convey complex information to a broad audience
- A detailed oriented mindset
- A gift for statistical reasoning and analysis, including tests for significance
- At least two years' experience in a role focused on data and analysis
- Advanced proficiency with Excel and Power Point
- Basic proficiency in SQL queries, more advanced SQL skills is a plus
- Experience with manipulating large data sets, from both databases and CSV flat files
- Ideally, you've worked with a consumer-facing brand. Familiarity with the beer or beverage industry is a plus
- Ideally, a 4 year degree in business, mathematics, statistics or other related field

### Benefits

Paid Time Off – 14 days first two years, increasing up to 26 days after 10 years

Paid Holidays

Health/dental/vision/long term disability insurance

Employee Stock Ownership Plan participation

401(k) with match

Profit Sharing

Weekly beer allotment

Please submit a cover letter and resume to [jobs@odellbrewing.com](mailto:jobs@odellbrewing.com) with Sales Data Analyst in the subject line by **February 5, 2016.**

**Equal Opportunity Employer** - Odell Brewing Company provides equal employment opportunities to all employees and applicants for employment without regard to race, age, creed, color, religion, national origin or ancestry, marital status, sex, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy.