



Sales and Insights Analyst

About Odell Brewing

Since 1989, the culture of family and collaboration has thrived, fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted and innovative brews. Odell Brewing is committed to providing exceptional guest experiences while making positive contributions to their co-workers and community through their outreach and charitable giving programs. Odell Brewing is the 23rd largest craft brewery in the United States and sold the majority of the company to its co-workers (now co-owners) in a combined management buyout and Employee Stock Ownership Program.

Our collective leadership and independence empower us to build a culture of ownership where we contribute, educate, and innovate, while keeping Colorado at our core. Always Better

Position Summary

The primary purpose of this position is to utilize data to drive actionable insights that enhance sales productivity, consumer buying experience, and expansion decisions for Odell Brewing brands with distributors and retailers. This position will also provide business insights and analytical support to Odell Director of Sales and the Odell sales team members. The secondary purpose of this role is to provide support to the sales team through VIP and Karma applications. This includes monthly, quarterly and yearly sales team goal tracking and analysis of data.

Reports to:

Director of Sales

Location:

Fort Collins, Colorado

Essential Functions:

Customer Insights Management:

- Research and evaluate industry, market, account, competitor and customer growth trends and conditions using Nielsen/IRI/Armadillo and VIP data systems
- Align retailer, Odell sales team and distributor data reports with VIP system and ensure data reporting accuracy
- Develop and lead communication of monthly customized reporting of sales performance, on and off premise trends, new item placements, lost placements, market comparisons, comparative brand analysis and revenue growth by region
- Analyze depletion results vs monthly and annual sales volume budgets with Director of Sales and Odell Sales team
- Participate in monthly and weekly business meetings to inform sales leadership teams on sales and depletion trends and opportunities from market and business analysis
- Contributes to a culture of diversity and inclusion

Business Planning Support:

- Provide market insights that inform development of sales annual business plans
- Assist the sales team in creating Annual and Quarterly business plan presentations



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Forecasting and Order Review Process:

- Support the development of data resources that inform team on sales performance that improves forecasting and distributor product order processes
- Review sales performance, distribution, rate of sale, and inventory trends that impact ordering direction and reduce both out-of-stocks & potential over-stocks

Pricing:

- Assist PTR and PTC collection and analysis with sales team vs key competitive brands in core markets and share results with Sales and Finance teams
- Use PTC data by market to develop potential annual PTR increases and discount programs
- Support Finance team in maintaining price promotion calendars by state

Qualifications:

- Experience with VIP/Karma and third-party market data (IRI, Nielsen, Armadillo)
- Bachelor's degree in analytical discipline preferred
- Strong understanding of the craft beer market and the three-tier beer industry
- 2 years of analytics and business insights experience with a sales focus
- Knowledge of spreadsheet, database, and presentation software
- Advanced problem-solving and analysis skills
- Superior oral and written communication skills
- Proven ability to construct compelling sales materials for distributor sales teams
- High level of organization and detail-orientation
- Strong work-ethic and willingness to take initiative
- Great attitude toward teamwork as well as the ability to work independently
- Excellent time management skills

Benefits:

- Medical/Dental/Short & Long Term Disability/Vision benefits
- Employee Stock Ownership Program
- Profit sharing
- 401(k) retirement plan with company match
- Paid Time Off
- Paid holidays
- Weekly beer allotment
- Employee Assistance Program

Interested applicants, please submit your application, resume, and cover letter to jobs@odellbrewing.com with "**Sales Analyst**" in the subject line by December 6, 2020.

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.