



JOB DESCRIPTION

Job Title: Technical Products Category Manager - Wine & Juice Division
Reports to: Luca Zanin, President
FLSA (Fair Labor Standards Act Status): Full time/Regular/Exempt

POSITION SUMMARY

The Technical Products Category Manager is responsible for designing and implementing the growth strategies for all technical products programs within the ATPGroup Wine & Juice Division. They will provide guidance and support to customers and internal team members within their department and across all ATPGroup business units. This includes but is not limited to product development and product training. This role will drive initiatives focused on growing market share and improving brand recognition while adhering to ATPGroup's Core Values. This role must present the depth of knowledge and research of the ATPGroup technical team, with the final goal of supporting our sales team and customers.

PRIMARY FUNCTIONS

- Understanding of the complete range of winemaking processes and impacts of winemaking decisions on chemical and microbial aspects of wine.
- Understanding of the fresh and concentrate juice manufacturing process.
- Establish, build, maintain and develop existing account relationships across all business units.
- Organize key responsibilities and prioritize time to reach annual category goals/objectives.
- Work with sales team to support sales from a technical perspective.
- Organize seminars, newsletters, and training for the sales team.
- Work closely with the Procurement Department and Vendors with regards to product development to meet market or customer-specific demands.
- Track sales trends with department leadership and adjust market approach as necessary with the sales teams.
- Collaborate with the marketing department for ongoing sales targets, technical data sheets and labels.
- Support sales of all technical products, filtration and equipment with ongoing training and continuously look for opportunities to improve our market share.
- Collaborate with Marketing to develop a marketing and communication plan to support the sales plan.
- Plan bi-annual forecast and sales budget with senior management.
- Enter and maintain all data mining and intel gathering in the CRM program on a daily basis
- Confidentially maintain all company and employee information at all times.
- Utilize internal key executives to create a multidimensional approach to accounts.
- Keep management informed by submitting activity and results reports as requested.
- Maintain professional and technical knowledge by, e.g., attending educational workshops; reading professional publications, etc.

ESSENTIAL FUNCTIONS

- Works with winery customers to conduct trials for developing commercial products.
- Coordinates new product development with our suppliers.
- Educates and develops sales staff regarding the ATPGroup enology products on usage, technical aspects, protocols, and market positioning.



- Reports technical innovations of the North American industry.
- Follows technical innovations of competitors and reports these to management and the sales team.
- Develops relationships with U.S. universities and technical institutions.
- Represents ATPGroup interests in relevant institutions, e. g. American Viticulture Foundation, American Society of Enology and Viticulture.
- Represents the ATPGroup position at the FDA/TTB.
- Informs ATPGroup about any product-related legal issues, TDS sheets, and technical information.
- Develops and hosts webinars, writes newsletters.
- Writes and publishes articles in wine industry professional journals.
- Organizes technical meetings with major groups to introduce and develop implementation of the ATPGroup technical products.
- Presents ATPGroup knowledge at industry seminars and trade shows.
- Assists marketing with the catalog content.

SUPERVISORY RESPONSIBILITIES: This position has no direct reports.

MINIMUM QUALIFICATIONS

- Qualified in winemaking or related sciences, minimum M. S. in Enology, Microbiology or Chemistry (PhD preferred but not essential) and/or substantial (10+ years) existing experience in the wine industry.
- Knowledgeable in juice or fresh foods manufacturing or related sciences.
- Knowledge of rules, regulations, and laws in the industrial and retail food and beverage industries.
- Must always maintain a current and valid driver's license and automobile insurance meeting ATPGroup's minimum standard requirements.

ESSENTIAL PHYSICAL REQUIREMENTS

While performing the duties of this job, the employee must have the ability to work in a constant state of alertness and in a safe manner at all times, and is frequently required to talk and hear; frequent operation of computer and other office equipment, the ability to sit at a workstation for long periods of time, stand, walk, climb stairs, bend, lift, twist, pull, push, carry, grasp, reach and stoop as need, and to occasionally lift and carry items up to 25 pounds.

WORKING CONDITIONS

The noise level in the office environment is usually quiet to moderate. Work requires more than 30% travel and occasional weekend and/or evening work. Work may occasionally require walking to the adjacent warehouse, where there can be more noise and exposure to forklifts and chemicals.

INTERESTED?

Please send a resume and cover letter to Luca Zanin at LZanin@ATPGroup.com.