

Job Title: Territory Market Lead

Location: India/USA/UK/SEA

Experience: 3+ years of sales experience in the Alcobev industry

Job Summary:

We are looking for a motivated **Territory Market Lead** who is **fully sales-centric and target-driven**. The role focuses on **driving secondary and primary sales, securing new accounts, strengthening distribution, and growing market share** in their territory.

Key Responsibilities:

- Handle **On-Trade & Off-Trade** accounts and maximize sales.
- Develop and execute **territory-specific sales strategies** to achieve targets.
- Expand distribution, activate new outlets, and grow visibility of the portfolio.
- Build strong relationships with distributors, retailers, bars, hotels, and restaurants.
- Monitor **sell-through, market trends, and competitor activity** to drive growth.
- Liaise with authorities when required (excise, license renewal etc.).

Preferred Profile:

- 3+ years of **direct sales experience in the Alcobev industry**.
- Women candidates preferred.
- Ability to operate independently and meet ambitious sales goals.
- Strong network of **distributors and key accounts** is desirable.

Job Type:

Full-time, permanent