

# Our / NEW YORK

## OUR/NEW YORK IS LOOKING FOR A LOCAL PARTNER

Our/New York will be the first distillery in Manhattan since prohibition! We have been working on our distillery for the last 3,5 years and we'll soon be ready to open our doors at 26th street, between 6th and 7th Ave. Our/New York belongs to Our/Vodka, a global family of local vodkas made in cities around the world. We have 5 cities up and running and 2 in build-out phase. [www.ourvodka.com](http://www.ourvodka.com)

Our/Vodka is a start-up founded by 3 Swedish entrepreneurs and funded by Pernod Ricard hence we are independent to choose our own local distribution and collaborations. Every local distillery and business is ran by two local entrepreneurs who are partners with Our/Vodka.

Our/New York is looking for the second half of our local partner duo. The partner in place has a strong marketing background and we are now looking for an equally strong counterpart but with a commercial background. The two partners will be equally responsible for building and driving the business and this is why personal drive is more important than the specific experience.

### THE DEAL IN SHORT

Our/Vodka makes the capital investment, build the distillery and set up the business. The local partners take over and run the local business and brand, with the support from Our/Vodka. When the local business is profitable the two partners get 20% of the profit to share. During the pre-profit period the partners are paid the equivalent of approx. a minimum wage, that is later withdrawn from future profits. Being a local Our/Vodka partner is close to a full time job.

### MUST-HAVE SKILLS TO BE SUCCESSFUL:

**ENTREPRENEURIAL SOUL:** We believe this person has an entrepreneurial DNA for whom Our/New York will serve as the perfect opportunity to build their entrepreneurial credibility and platform.

**PRAGMATIC DOER:** We are a small, agile and entrepreneurial team where the only thing that matters is to get things done. The perfect match for this role is known for being a person who finds solutions and always makes things happen in one way or another.

**BUSINESS SAVVY:** We have very few stakeholders, a small budget and a tight time-line. The decisions made will have a huge impact on the business. The overall goals of the company must always be top of mind when deciding what to get involved with, what can wait, and what to pass on.

**SOCIAL SKILLS:** This person is known for getting along with almost everyone and for being someone that people like to listen to, and follow. But this is not a one-man show. Teamwork is key and the person we are looking for is a natural and humble leader.

### ROLE AND RESPONSIBILITIES:

**COMMERCIAL BRAIN:** This person likes numbers and knows the basics of business finances and accounting. He or she will be responsible for the total budget and the P&L. This person has experience running the financials in a smaller businesses. He/she is also the commercial brain and understands the drivers of the business. The ideal candidate loves optimizing stock, costs, budgets, staff, time, production, logistics and he or she also loves the correlation between volume, price, velocity. etc.

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## MAIN TASKS:

- Define and own the long-term business goal (vision)
- Commercial & distribution Strategy (objectives per channel, KPI, support tools per channel, track performance and define action plans, incentives, logistics)
- Sales activation strategy (on- and off-trade. Track and report all sales and samples)
- Provide a monthly & biannual sales, distribution & financial plan
- Use market data, extract & interpret insights and turn them into concrete actions
- Team management (sales / production / admin)
- Assisting with bookkeeping and tax reporting (with the assistance of Our/Vodka or its repr.)
- Key account management (airport, retail chains & distributor(s))
- Lead operations & supply chain (stock, production, customer service)
- Quality control & crises management
- Overall P&L responsibility for the whole entity
- All admin attached to the above

We are looking for a native “New Yorker” who wants to be part of the journey to build Our/New York and Our/Vodka as the first and only global spirit brand built on local relevance.

## THE OUR/VODKA MANIFESTO

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Our/Vodka is a no-bullshit vodka that revolts against what the (vodka) world has become. We are not about heritage, luxury or eco heroism. We're here to make progress, commit a change and make something new and meaningful. We revolt against the conventions, the packaging, the marketing, the distribution and even the category. We are tireless contrarians and know that the only thing that matters is what you do, and not what you say. With 6 cities up and running and 3 in build-out phase, Our/vodka is a global family made up of local people in cities around the world. Each micro-distillery is run independently by people who love their city.

**ARE YOU THE RIGHT PERSON?  
DROP US AN E-MAIL [INFO@OURVODKA.COM](mailto:INFO@OURVODKA.COM)**