



NYETIMBER

PRODUCT OF ENGLAND

GROUP HEAD OF SALES - EUROPE

- LOCATION:** London (with regular travel to the rest of Europe)
- REPORTS TO:** Group Sales Director
- RESPONSIBLE FOR:** Regional Manager DACH (Germany, Austria, Switzerland) and The Lakes Distillery Brand Ambassador - Europe.
- COMMUNICATORS:** Group CEO, Group Head of Sales– Asia and Middle East, Group Finance Director, Head Winemaker, UK Sales Team and Group Marketing Heads of Department.
- MAIN PURPOSE:** This role will be responsible for the overall international sales strategy in Europe. With strong experience in luxury global wine and spirits distribution, and a specific focus towards the On-Trade and building key relationships, this key position aims to maximise the international sales performance. This role will be responsible for leadership of the International Sales Team in Europe. This role has ownership and accountability for building and establishing new business development strategies, distributors and increasing The Nyetimber Group brand awareness on key listing in the ultra-premium On and Off Trade channels across Europe.

VALUES & MOTIVATORS:

PIONEER

Nyetimber is the pioneer of English Sparkling Wine and more. To be a pioneer means 'to not follow' and this spirit is central to how we all think and operate when setting out plans and direction for the brand.

EXCEPTIONAL

Exceptional goes beyond wine making, it extends to every touch point of the brand. At every possible opportunity Nyetimber should differentiate itself with faultless and high-quality execution and service.

JOIE DE VIVRE

A feeling of joy, happiness sophisticated love of life that will give us an emotional connection to our customers around the world.

RESPONSIBILITIES:

- Develop and lead the commercial strategy across Europe for both Nyetimber and The Lakes Distillery.
- Define and implement long-term sales and distribution plans in partnership with the Group CEO and Group Sales Director.
- Deliver sustainable commercial growth across European markets, distributors, product categories, and channels, supported by clear KPI frameworks.
- Drive commercial performance while protecting luxury brand equity, pricing integrity, and premium market positioning.
- Lead, develop, and inspire the European Sales team across all channels, including On-Trade, Off-Trade, and B2B.
- Deliver ambitious business growth objectives aligned to the wider Nyetimber Group international strategy.
- Secure and grow prestigious On-Trade and Off-Trade listings in partnership with distributors and key stakeholders.
- Identify and develop new business opportunities across priority European markets and channels.
- Evaluate new commercial opportunities to ensure strategic alignment, long-term value creation, and effective use of resources.

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- Partner closely with Marketing teams and distributors to deliver best-in-class brand activation and market plans across Europe.
- Manage the European sales budget effectively, ensuring strong financial control and commercial accountability.
- Review sales performance regularly with Finance across product categories and markets, identifying opportunities for growth and optimisation.
- Provide strategic commercial insight to support wider business planning and international growth strategy.
- Monitor competitor activity, market trends, and industry developments across Europe, making recommendations to support continued growth and brand positioning.
- Responsible for developing the Travel Retail strategies worldwide.

SKILLS AND EXPERIENCE:

- Proven leadership experience managing and developing high-performing commercial teams.
- Proven track record of developing and executing successful international sales and distribution strategies.
- Experience within champagne, sparkling wine, or premium spirits categories is a must.
- Significant senior commercial experience within the luxury wines and spirits industry is essential.
- Strong understanding of luxury brand positioning, premium route-to-market strategy, and prestige pricing management.
- Demonstrated success in driving brand awareness, commercial growth, and strategic market expansion across Europe.
- Proven experience managing distributor networks and developing new business opportunities within international markets.
- Strong network of premium On-Trade, Off-Trade, and distributor relationships across Europe.
- Excellent communication and presentation skills, with the ability to influence and engage stakeholders at all levels.
- Strong negotiation and relationship management capabilities within high-profile commercial environments.
- Commercially astute with strong financial and analytical capability.
- Strategic thinker with the agility to respond to changing market opportunities.
- Resilient, entrepreneurial, and highly effective operating within an international luxury business environment.
- Extensive experience building and growing luxury brands across European markets.
- Additional language skills would be advantageous.
- Wine and/or spirits qualifications desirable.
- Proven track record in sales execution and new business development within an international distribution platform.
- Network of high-quality international trade connections specific to countries of responsibility.

To apply for this role, please send an email [here](#)