



DOMAINE SERENE



Position Description: Chief Marketing & Revenue Officer

Evenstad Estates is a portfolio of luxury wine brands from Oregon and Burgundy that is positioned to change the landscape of fine wine by re-defining the reference for world-class wines and hospitality. Domaine Serene has been named by the Portland Business Journal as one of Oregon's 25 Most Admired Companies three times and was honored with the Oregon State University Austin School of Business Management Award for Business Renewal for outstanding long-term planning and business sustainability.

Founded in 1989 by Ken and Grace Evenstad, Domaine Serene has become America's Most Awarded Winery and is the only winery in the world to have secured a top 3 or better ranking for Pinot Noir and Chardonnay from Wine Spectator's coveted Top 100 Wines of the Year, while also winning the wine industry's top honor, Wine Spectator's Distinguished Service Award in 2018. Located at the top of the Dundee Hills in the Northern Willamette Valley, Domaine Serene's picturesque Winery Hill Estate is home to one of the world's most advanced winemaking facilities and is the site of Oregon's first custom-built winery dedicated exclusively to the production of world-class Chardonnay and sparkling wine. Evenstad Estates owns and meticulously manages over 1,000 acres of land, including 325+ acres of world-class, hillside Pinot Noir and Chardonnay vineyards, all of which are dry-farmed and LIVE certified sustainable.

In 2015, Grace and Ken Evenstad purchased Château de la Créée, a beautifully restored Chateau and state of the art winery located in Santenay, Burgundy dating back to the 15th Century. In 2020, Grace Evenstad expanded the company's land holdings into the Côte de Nuits, with the purchase of a six-hectare estate including renown Grand Cru vineyards in Bonnes Mares and Clos de Vougeot. In addition to Chateau de la Créée, Evenstad Estate's holdings now include the fully-renovated Domaine Evenstad campus and 16 hectares across the villages of Chambolle-Musigny, Vougeot, Nuits St. Georges, Pommard, Volnay, Meursault, Puligny-Montrachet, Chassagne-Montrachet, Santenay and Maranges.

Evenstad Estates now encompasses six wine brands including Domaine Serene, Domaine Evenstad, Maison Evenstad, Château de la Créée, Chevalier de la Créée, and Rockblock. Driven by an inspired team of talented executives, winemakers and business managers, Evenstad Estates strives to continually change the landscape of fine wine by leading the quality pursuit of Pinot Noir, Chardonnay and sparkling wines.

Position: Chief Marketing & Revenue Officer, Evenstad Estates (Domaine Serene, Domaine Evenstad, Maison Evenstad, Château de la Créée, and Chevalier de la Créée, with future brand development already in progress).

As the Chief Marketing Officer (CMO), you will lead the growth and progression of one of the world's most iconic wine brands. You will be responsible for marketing and sales across all channels to enhance the brand equity and consumer engagement, club member growth and overall revenue performance. Our CMO is at the center of our business' success! As a key member of our executive team, you will lead and influence at the strategic, operational, and tactical levels of our business.

Our CMO has to be positive, energetic, an agile thinker, and be able to attract, develop, and retain great talent. They

will own driving great results and creating a culture of engagement and inclusion with your peers and across the organization.

The ideal candidate is an open-minded, highly motivated leader, quick to learn and driven to succeed, with an uncommon level of bandwidth and dedication to professionalism and leadership of the highest caliber. The candidate must possess the ability to work in a fast-paced, luxury wine environment where continuous improvement is always expected. This is a critical position to the success of the organization, strategic direction of the wineries, brands and sales channels. The position is based at the Domaine Serene winery in the hills above Dundee, OR and reports to Ryan Harris, President of Domaine Serene. The CMO-CRO will oversee the critical functions of Marketing, Hospitality, Distribution Sales, Wine Club Channels and Outreach Sales. Direct reports include the VP Hospitality, VP Wine Club and Distribution Sales, and Marketing Manager. The position will have close interaction with the CEO of Evenstad Estates, President of Domaine Serene, CFO, VP of Winemaking and Viticulture and some interaction with the founder and owner, Grace Evenstad.

Role and Responsibilities:

- Demonstrate a passion for the company's mission, vision and values
- Lead company's marketing capabilities across the US and France: brand marketing, public relations, social media and performance marketing, marketing analytics and marketing operations
- Set the strategic plan and annual operating plans for marketing and sales to grow our business and further our brand
- Attract, onboard, retain and develop top-tier talent
- Lead execution to drive Key Performance Indicators (KPI's) across key business channels – new customer traffic through physical sites, new club member acquisition, club member retention, sales distribution performance, digital customer acquisition, etc.
- Lead the development and launches of new products and services
- Manage and optimize the P&L for each brand and the entire sales and marketing team
- Review current consumer marketing trends and advertisements to determine the effectiveness of different styles and strategies
- Research competitors to stay current with similar products or services on the market.
- Collaborate cross-functionally and with the C-Suite to make high-level decisions regarding the budget and the direction of the company
- Manage marketing plans and strategies for new and existing brands
- Develop and cultivate talent, engage, and coach employees, and foster an organizational culture that aligns employee and team performance with strategic goals and objectives
- Own the product packaging process including facilitation of package design, modifications, and execution at a high level.
- Contribute to the strategic development and success of the portfolio of wine clubs including enhancing value to memberships, events, etc.
- Oversee the development of advertising, promotional, and event campaigns to drive brand awareness, visibility and engagement for our brands and wine lounges.
- Lead the artistic and branding elements of the wine packaging process, working closely with the Inventory and Logistics Manager and the Production Team.
- Help to identify new potential new business development scenarios in direct sales channels, including growth initiatives, new ventures, etc. and make sound, business-minded recommendations to the President and executives on how to execute the opportunities.
- Remain agile and flexible to be able to take on new initiatives, both large and small while simultaneously juggling multiple priorities.

Requirements & Qualifications:

- 10+ years of professional experience and demonstrated success in luxury marketing, and/or sales roles
- MBA Preferred
- Luxury wine and/or spirits experience preferred.
- Excellent management and leadership and a track record of building successful high-performance brands and project teams.
- Previous experience in high level marketing, sales, communications, and budgeting.
- Previous experience in digital and onsite customer acquisition marketing and sales.
- Excellent written and verbal communication skills.
- Must be innovative and creative.
- Ability to lead groups and be decisive.
- Must have collaborative skills to accept and incorporate ideas into strategies.
- Time management and organizational skills in order to meet strict deadlines.
- Ability to recognize trends and stay ahead of them.
- Must be a hard-working and naturally inquisitive person who is not afraid to conduct tests or trials to make even small improvements and enhancements.
- Excellent presentation skills, both verbal and written.
- Must always operate with the highest level of integrity and transparency.
- Long-term and strategic thinker interested in helping to build enduring luxury wine brands and business channels based on wine quality, consistency, and product integrity.
- Strong analytical and problem-solving skills, with the ability to manage and prioritize multiple projects and delegate tasks as appropriate.
- Strong interpersonal skills and demonstrated ability to build and maintain relationships at all levels of an organization.
- Ability to work independently with minimal supervision and some level of ambiguity.

Company Core Values:

- Integrity
- Quality Focus
- Continuous Improvement
- Perseverance
- Hard Work
- Passion
- Grit
- Loyalty

Core Competencies:

- Drive for Results
- Innovation
- Operational and Product Excellence
- Agility
- Ability to Embrace Lead Change & Continuous Improvement
- Proactive Communication
- Business Savvy
- Customer Service
- Industry Leadership