New Belgium Brewing

Vice President of Marketing
Executive Position Profile

WWW.NEWBELGIUM.COM
In the lifecycle of a truly exceptional beer, there are a lot of steps along the way to the final product. As is true with most things, including beer, business and even bicycles, when passion and love are applied to those steps the end product is that much more satisfying and fulfilling.

**BREWING:**
*Beer starts in the Brewhouse, where malted barley is ground and mashed to convert the natural starch in the grain into sugar. The sugary solution is then boiled with hops to infuse the solution with bitterness and release the hops’ aromatic oils.*

**THE STORY:**
The year was 1989. The location was Belgium. As an aspiring young homebrewer rode his mountain bike equipped with "fat tires" through European villages famous for beer, New Belgium Brewing Company was but a glimmer in his eye (or basement, rather). For Jeff Lebesch would return to Fort Collins with a head full of imaginative recipes and a hand full of old world ingredients ready to embark on a whole new journey.

Jeff’s first two basement-brewed creations were a brown dubbel with earthy undertones named Abbey and a remarkably well-balanced amber he named Fat Tire. To say the rest was history would be to overlook his wife’s involvement. Kim Jordan was New Belgium’s first bottler, sales rep, distributor, marketer and financial planner. Then she became the CEO. The other side of the New Belgium story might not seem as romantic as bicycling through Europe; but it gives testament to the company’s dedication, hard work and continuous push for invention.

It goes like this:

Jeff’s Belgian inspired brews garnered enough praise from friends and neighbors that Jeff and Kim took their basement brewery commercial in 1991. Kim, social worker by day and mother to two always, began the marketing process by knocking on their neighbor’s door. Artist Anne Fitch was that neighbor, whose watercolors came to help craft the New Belgium brand for 24 years, including the original Fat Tire label. Bringing on Peter Bouckaert, a Belgian Brewmaster previously working at Rodenbach, in 1996 helped influence New Belgium Brewing’s love of sour beers. Moving forward, Peter would take the brewing reins as Jeff began pursuing other interests. In 2009, Jeff moved on completely and the company has continued to flourish with Kim, Peter, and a team of dedicated employee-owners at the helm.

**COOLING AND FERMENTING**
*The hot solution (called wort) is cooled to room temperature and transferred to a fermenter. During this transfer to the fermentation vessel, yeast is added to start the fermentation process. Cleanliness and sanitation are very important since the wort can be easily infected by bacteria in this state. Depending on the style of beer, this process could take anywhere from 10 days to over a month.*

**SUSTAINABILITY IN STRATEGIC ALIGNMENT:**

When the co-founders first decided to make the leap from homebrewing to commercial production, they took a long hike in Rocky Mountain National Park. Notebook and homebrew in hand, they set out to develop a vision for their company. On that now legendary trek, they sketched out a few big ideas about how they wanted their work to manifest in the world. They knew they wanted to produce world-class beers in an environmentally friendly fashion. They talked about promoting beer culture and the responsible enjoyment of beers. It was important for them to have fun while working hard. The Core Values and Beliefs that Kim Jordan and her co-founder Jeff Lebesch scribbled in their notebook that day continue to guide the company.
Core Values & Beliefs:

- Remembering that we are incredibly lucky to create something fine that enhances people’s lives while surpassing our consumers’ expectations.
- Producing world-class beers.
- Promoting beer culture and the responsible enjoyment of beer.
- Kindling social, environmental and cultural change as a business role model.
- Environmental stewardship: Honoring nature at every turn of the business.
- Cultivating potential through learning, high involvement culture and the pursuit of opportunities.
- Balancing the myriad needs of the company, our coworkers and their families.
- Trusting each other and committing to authentic relationships and communications.
- Continuous, innovative quality and efficiency improvements.
- Having fun.

Purpose Statement:
To manifest our love and talent by crafting our customers’ favorite brands and proving business can be a force for good.

The foundation of New Belgium Brewing, every initiative they define, ties directly back to one or more of these CVBs and to New Belgium’s overarching purpose statement. In this manner, the CVBs and purpose statement serve as New Belgium’s constant “north star,” guiding all together in the same direction, and helping to ensure that decision-making always reflects New Belgium’s values and priorities.

FINISHING AND PACKAGING
Once the beer is fully fermented, it is chilled to below freezing for flavors to mature. Often, more hops or spices are added for a flavor and aroma boost. The beer is then filtered and carbonated, and stored in another tank for packaging. Finally, the beer is pumped out to the packaging lines to fill bottles, cans, and kegs.

BUSINESS PHILOSOPHIES:

At New Belgium Brewing they have long considered the environment, their community and their co-workers as integral shareholders. Becoming a 100% employee-owned company and becoming a Certified B Corp go hand in hand with that ethos. Together, the two structures allow New Belgium to maintain the utmost control over their vision and future.

ESOP: December 27, 2012. On that day, 41% of New Belgium was owned by its coworkers. That number grew to 100% on December 28.

New Belgium Brewing is currently the only brewery owned through a widely distributed employee stock ownership program and is proud to be an advocate to other breweries as they pursue this model. It means that they’re far less likely to sell to a company like, say, AB InBev. It also means that they get to steer their own ship and make decisions as a collective. “There are few times in life where you get to make choices that will have multi-generational impact – this is one of those times. We have an opportunity to write the next chapter of this incredible story and we’re really excited about that,” said New Belgium co-founder, Kim Jordan, when they made the employee ownership announcement back in 2013. “We have always had a high involvement ownership culture and this allows us to take that to the next logical level. It will provide an elegant succession framework that keeps the executive team intact ensuring our vision stays true going forward.”
**B Corp:** New Belgium knows that they are profitable, not in spite of their social and environmental efforts, but because of them. In early 2013 New Belgium Brewing was certified as a B Corp, which means New Belgium Brewing is guided not only by profits, but by environmental performance, accountability and transparency. [More about B Corps here.](#)

If it were your company, what would you do? Look for ways to be less wasteful, be more efficient, recycle and reuse? Yep. It’s infectious. Once you start thinking of ways to make your company better, you can’t stop. And, like all responsible business owners, it’s important to know your bottom-line, barrels, and books. An additional aspect to New Belgium’s business philosophies is their practice of Open-Book Management: a policy of fiscal transparency throughout the company that encourages a community of trust and mutual responsibility.

**Fresh, cold, and clean**

*Beer is a fresh product. It needs to be kept cold no matter where it’s shipped to, and arrive quickly to the distributor and retailer to make sure it’s always fresh, never stale.*

**Keeping it Fresh:**

Culture has become the new buzz word in business. At New Belgium, culture isn't about what you say; it’s about what you do. The company values that are posted to the corporation’s website or displayed on a poster in their lobby don’t get you too far when it comes to truly influencing the level of engagement and love that the workforce feels for the company. It takes a lot more dedication than that. To this, New Belgium is defined as a High Involvement Culture.

At New Belgium, they believe that their dedication to high involvement culture and a loving, high-performing workforce sets them apart. The collective is stronger than the individual and informed coworkers will make responsible decisions. New Belgium practices open book management, providing coworkers access to company financials and a clear view into managerial decision making processes. They facilitate an all-staff monthly meeting where coworkers are informed on the latest and greatest New Belgium news. They also meet annually, in the form of a Strategic Planning Retreat. This retreat is a sight to behold: all 665 of New Belgium coworkers come together for a few days of serious talks and serious fun. They gather input from ALL coworkers as Employee Owners, to help make decisions about the upcoming year’s business plan. It’s a wonderful way to celebrate, sustain the culture, reconnect to their Vision, and give out a heck of a lot of hugs & high fives in the process.

**Philanthropy and Community:**

Partnering with non-profit organizations and community involvement have always been a part of New Belgium. In 1995 when the philanthropy program was conceived, they began donating $1 for every barrel of beer sold to non-profit organizations in the communities where they sell their beers. This effort spurred the establishment of a philanthropy committee that, to this day, remains the backbone of the program. This inter-departmental group, open to all interested coworkers, researches, reviews and allocates funds to worthy organizations doing important work across all areas of distribution. Since its inception, New Belgium Brewing has donated more than $7 million through their grant programs and in 2014 co-workers donated over 2,500 hours of volunteer time to their community. NBB is also a proud member of [1% For the Planet](http://www.1fortheplanet.org/). See an example of their [grant dollars at work](http://www.newbelgium.com/philanthropy). New Belgium Brewing’s Grant Program is a separate and distinct entity from the New Belgium Family Foundation. You can learn more here about the [New Belgium Family Foundation](http://www.newbelgium.com/foundation).

Over the years New Belgium has partnered/donated to a whole bunch of organizations, sometimes on just a one-time basis. In their partnerships they focus on the following 5 areas: Water Stewardship, Youth Environmental Education, Sustainable Agriculture, Smart Growth and Bike Advocacy. As an example of one of their initiatives, the
**Save the Colorado** campaign started as a philanthropic project of New Belgium Brewing with support from Patagonia and Clif Bar. After 5 years and due to its success, Save The Colorado spun off in 2015 to be a free-standing 501c3 non-profit organization that donates money, raises awareness and advocates for policy to promote water conservation and protect the threatened Colorado River, which over 30 million people depend upon for food, water, and energy.

New Belgium also is very proud of their **Beer Scouts**, an interdepartmental group who sponsor volunteer events for coworkers and community members as a means to give back and inspire positive change. The group was formed a few years back with the goal of connecting busy people to causes they might be passionate about. The Scouts work to find great causes to support each year that are aligned with New Belgium’s values. They have helped log over 10,300 volunteer hours of coworker time in the past four years. In addition to NBB-planned events, the Scouts encourage all coworkers to find causes that they’re passionate about and to dedicate the precious gift of their time to that cause. To top it off they are rewarded with paid time off for their efforts (1 hour of PTO for every 2 hours of volunteer work, not a bad deal). All told, New Belgium coworkers volunteered over 2,500 hours in 2014. That’s like having 1.25 full-time employees dedicated to volunteering.

**LEADERSHIP:**

Here is a brief description of how New Belgium company management is structured:

- **Board of Directors** - The CEO, President/COO and 3 external members sit on NBB's BOD.
- **The Missionaries Group** - This is comprised of NBB's top leaders in the company with each facet of the brewery being represented. The Missionaries focus on Business Plan, Market Plan, Budget/Projections, Asheville, Valuation, Strategy, LT Term Strategy and New Business Development.
- **Compass Management Group** - This group consists of managers that represent each area of the brewery (HR, Sales, Branding, Production, Engineering, Finance, Sustainability, Supply Chain and IT).
- **Departmental Managers** - There are about 20 different departments at NBB and a manager or two to manage the business and co-workers of the department.
- **Individual Contributors** - These are co-workers that work in various departments. Anyone that is not at a manager level is considered an individual contributor.

**Kim Jordan, Co Founder, Board Chair, & Executive Director:** Kim has cultivated her passion for social work, the environment, and community to create one of the most successful corporations in America. Her lifelong commitment to developing healthy communities has informed New Belgium’s culture through progressive policies like employee ownership, open-book management, and philanthropic giving. In her more than 20 years as an entrepreneur, Kim has spoken to thousands of people in the business, nonprofit, and academic worlds about how to create a vibrant and rewarding work culture that enhances the bottom line. She is the visionary link, keeping New Belgium Brewing on a path of evolution to meet consumer needs of the future. Moving out of the CEO role, Kim will focus on long-term strategy and vision while working with the Board of Directors.

**Christine Perich, CEO:** Christine has recently been named CEO as Co-founder Kim Jordan transitions exclusively into the Executive Chair of the Brewery’s Board of Directors. The move will allow Perich to focus on short-term strategy, leading the executive team, industry leadership and running day-to-day operations. Perich, who was hired as New Belgium’s Controller in 2000, took on the role of COO in 2008 and most recently has been handling the roles of both COO and President. She was instrumental in transitioning the brewery into a 100% employee-owned ESOP in 2013. She has been a key factor in the company’s enormous growth since her start and is dedicated to keeping NBB’s integrity while growing the brand nationally.
**Drinking**
When the beer is properly produced – just put the bottles in the fridge and enjoy! There’s nothing quite like a great beer that you made yourself.

New Belgium’s culture and business practices are a unique and amazing part of the company. But they are just half of what makes New Belgium. The other half, as equally matchless and marvelous, is their world class beer and passion for enjoying and sharing them. A uniting factor that binds the employees together is their love and passion for the Beer.

**The Beer:**

New Belgium currently produces nine year-round beers:
- **Fat Tire**, an amber ale and New Belgium’s flagship beer
- **Ranger IPA**, an IPA tribute to beloved Beer Rangers
- **Rampant Imperial IPA**, a burly and bitter Imperial IPA with a bone-dry finish
- **Snapshot**, an unfiltered wheat beer with a flash of tart at the finish
- **Shift Pale Lager**, an American pale lager that when your work is done, you’ll want one
- **Sunshine Wheat**, an American-style wheat ale and a great beer for trouncing thirst
- **1554 Black Lager**, a Belgian dark beer Born of a flood and centuries-old Belgian text
- **Blue Paddle Pilsner**, a Czech-style pilsner with a refreshing crispness
- **Abbey Belgian Ale**, an abbey dubbel beer that is a frequent medalist and New Belgium's first beer
- **Trippel Belgian Style Ale**, a Belgian-style tripel with a bold blast of hops followed by fruity Belgian yeast esters

Additional New Belgium beer categories include:

**Seasonals:** A seasonal release program of beers further contributes to a creative and dynamic portfolio. Consumers can look forward to specific seasonal focused flavors such as **Portage Porter** in the spring, **Skinny Dip** in the Summer, **Pumpkick Ale** in the Fall, and **Accumulation White IPA** in the Winter.

**Lips of Faith:** New Belgium Brewing also explores esoteric styles through its Lips of Faith Program, producing beers like **Cocoa Molé**, offering an inventive mixture of sour, sweet, heat and tradition. The Lips of Faith series features New Belgium’s more palate-elevating creations. The beers are only available in certain locations and for about three months, or as long as supplies last and are usually done in collaboration.

**Sours:** Brewing sour beers is in their blood at New Belgium, and today they’re one step closer to making even more of them. New Belgium came into possession of 32 additional foeders for a total of 64. Foeders are wooden barrels used to age sour beer, most notably **La Folie** and **Le Terroir**.

**IPAs:** These days, hops are popularly associated with the aggressive, dominant profile they lend to IPAs and imperial IPAs. New Belgium’s **Rampant**, **Ranger** and **Slow Ride** Beers also prove that hops are capable of subtlety. New Belgium has been perfecting the different ways hops can affect their beers.
**Events:**

Partnered with New Belgium’s love of craft beer is their love for sharing the experience. New Belgium has a wide array of their own annual events and works hard to show up at any additional events a New Belgium lover might attend. Some of their top year round events include:

**Tour de Fat:** Tour de Fat is New Belgium Brewing’s traveling celebration of all things bicycle, honoring humankind’s greatest invention. Born in Fort Collins, Colorado, to increase awareness and participation in cycling as a sustainable form of transportation, Tour de Fat has grown into a national rite of passage for cycling advocates and bon vivants alike. The 2015 show pushed the Tour de Fat past $4 million raised for cycling-related nonprofits.

**Bike-In Cinima:** Every summer since its inception in 2004, New Belgium has hosted their own outdoor Bike-in Cinema on the front lawn at New Belgium’s Brewery. It’s quite a sight – 400 or 500 of friends and neighbors spread out on blankets, catching a flick and sipping a beer beneath the stars. All beer proceeds go to local non-profit partners. The best part is watching everyone ride away on their bicycles, lights flashing, bells ringing on those warm summer nights.

**Clips Beer and Film Tour:** 2015 marks the 6th fabulous year of Clips Beer & Film Tour, a beer-toting, film-traveling, nonprofit-benefiting show that travels coast-to-coast. New Belgium took their love for beer and fans and put them together in this one-of-a- New-Belgium-kind event. Patrons get to try New Belgium’s most esoteric beer offerings and pair them with inspiring short films created by fans. The best part is that 100% of the proceeds from beer sales benefit a local non-profit who are working to improve your community. The Clips Beer & Film Tour has raised more than $520,000 for local organizations, and 75,000 people have sampled beer and watched films.

One of New Belgium’s Core Values and Beliefs is promoting beer culture and the responsible enjoyment of beer. Craft beer has always been about quality over quantity. To that end, New Belgium promotes beer as a pairing with food and sponsors beer dinners to educate palates and create that level of appreciation. At all of their events, anyone pouring beer must be TIPS trained which is a nationally accredited alcohol awareness program that helps servers identify and prevent someone from being over served. Their Tour de Fat promotes the bicycle as a sustainable form of transportation with beer as part of the medium and not the message.

**Behind the Bottle:**

**Responsibility in Packaging:**

At New Belgium, they continually strive to honor nature at every turn of their business, and to work toward continuous, innovative quality and efficiency improvements. New Belgium holds all elements of their business to these values, including the packaging they utilize to deliver their product to the customer. They assess packaging decisions through a holistic process that takes into account the total life cycle of materials and systems; evaluating an array of environmental & social factors, alongside packaging integrity, performance, and economics.

New Belgium envisions a future with cradle-to-cradle packaging design and higher recycling & recovery rates across the U.S., and they believe that an approach which combines both action and advocacy across the beverage industry & supply chain will help to move the needle on these issues. New Belgium has established goals for packaging sustainability, focusing upon four key areas: Source Reduction, Sustainable Material Selection & Design, Optimizing Efficiency, and Recovery & Recycling Advocacy.
**Sustainable Purchasing Guidelines:**
Through action and advocacy, New Belgium strives to be a sustainable business role model, and they prefer vendors who are doing the same. The world is beginning to expect that providers of goods and services be accountable for the impact of sourcing, making, and selling their products. So, not only is sustainable procurement the ethical thing to do, it is strategically advantageous as well. New Belgium looks to partner with companies who:

- Measure and minimize the environmental footprint of their operations and products by looking at transportation, packaging, waste, energy, toxic substances, water, and CO2 emissions.
- Create a high-involvement corporate culture which values and rewards everyone’s contributions.
- Have a management system which demonstrates environmental commitment by setting goals and regular reporting.
- Are working with others to improve the sustainability of their industry.

**The Equipment:**

**Fort Collins:**

Fort Collins has been home for New Belgium since their beginning in 1991. Being a part of New Belgium Brewery’s HQ staff, it is good to know that Fort Collins has been labeled the official unofficial beer capital of the world. The fact that it is home to not only New Belgium but many other craft breweries like Black Bottle, Equinox, Fort Collins, Freedom’s Edge, Funkwerks, and Odell, make it a craft brewers dream town. A visit to the Clydesdales at Budweiser’s Fort Collins facility rounds out all the American beer aspect of the town. So it’s not surprising that the wealth of brewing knowledge in this burgeoning college town, home of Colorado State University, attracts all walks of beer lovers to its annual Brewers Festival not to mention the Tour de Fat. The strong local bike culture in town enjoys a number of bike paths and there are seemingly endless opportunities for hiking, climbing and mountain biking in nearby areas like Horsetooth Mountain Park. Poudre River and Horsetooth Reservoir offer up great kayaking and if surrounding yourself in a picturesque wonderland of natural landscapes is your thing, Fort Collins has no shortage of those being that it is the spring board to the Rockies. It’s a fantastic place to raise a family and consistently ranks in the top 10 of healthiest midsized cities in the nation. If you are looking for a big city getaway Denver is an hour and a half drive and Boulder is a little over hour away. But the down home western flavor of Fort Collins paired with the vibrant mix of great restaurants, bars and outdoor adventures might just keep you in staycation mode for a while too.

In 2012 New Belgium turned 21 and announced that it was time to grow up a little bit and spread their wings. New Belgium has chosen their second home to be Asheville, NC. This will give New Belgium the ability to share their love with all of the Southern and East coast beer aficionados.

In 2013, New Belgium’s two homes were recognized by Forbes as top 30 cities for Business and Careers. Fort Collins is #7 and Asheville is #29.

**The Brewery:**

The path towards sustainability will always be a process. From their business partners to their practices to the brew process and the brewery itself, New Belgium is committed to examining each choice they face to find the way that best honors both our human stakeholders and the Earth.

In 2010, NBB installed 200 kilowatts of solar panels, at the time that was the largest instillation in CO. In the brew house there are 3 stories of natural light that help save money on electricity bills, reduce emissions and create a more enjoyable work environment for the co workers. When not making power on site, NBB buys wind power from the utility at 50% premium. These methods save 8,000,000 lbs of CO2 each year. When it comes to the actual brewing process, the excess wort goes to local farmers who feed it to their cattle in place of virgin grain. Not using
Virgin grain saves 30,000 tons per year. This means less water for crops, less fuel for farm equipment, and fewer emissions. These are just a few examples. There are numerous other examples of how New Belgium operates and brews consciously on their website. The top focused metrics for improving environmental performance include:

**Water:** Water is the main ingredient in beer, and a healthy & reliable watershed is something that New Belgium employees most certainly care about, as both brewery owners and responsible community members. Water conservation is a metric which continually challenges them: hoppier beers in their portfolio, a larger variety of beers overall, and a demand for more bottles than kegs have all resulted in a decrease in their water efficiency in recent years. They are working hard to reverse that trend, however, and recently installed over 20 water submeters throughout the facility so that they can identify and address areas for water efficiency improvement in their production process.

**Waste:** In 2013, New Belgium diverted 99.9% of their waste from the landfill. However, there is still more to do. They are constantly looking at ways to close loops and, more importantly, to eliminate waste generated in the first place. After all, there is no waste in nature! In natural ecosystems, one creature’s waste is another’s food, and New Belgium really likes this concept. They’re working hard to divert, reuse or eliminate waste whenever they can. These practices help to minimize ecosystem damage from resource extraction and aid in preserving the ecosystems for future generations.

New Belgium is currently in the midst of a brewery-wide waste stream audit, with hopes to become a certified Zero Waste facility before too long. They are diving deeper into the fate of their recycled products with the help of Waste Not Recycling.

**Emissions:** New Belgium is trying to get a better idea of where they are releasing GHGs at their brewery, and in what quantities, so they can find opportunities to decrease the emissions. By following globally accepted guidelines (WRI’s GHG Protocol and BIER’s Beverage Sector Guidance) for their GHG Accounting, they have estimates for the total emissions associated with making and delivering their beer.

**The Opportunity**

**Vice President of Marketing:**

Can you fathom a cooler job where you get to make great beer and work for a company that does great things in the world? Could you begin to imagine a better job than that? We certainly cannot and that is why we want you to take a serious look at the Vice President of Marketing for New Belgium Brewing Company. Your Co-Owners are anxiously awaiting your arrival. And after a year...they’ll give you a kick-ass new bicycle!

New Belgium Brewing has a reputation as an exceptional business. They are creative, responsive, and participatory, and do so with unyielding positive attitude and spirit. They are universally respected and are currently positioned nicely at the intersection of best and beloved. Also sitting at this intersection is the opportunity for a truly extraordinary leader to help New Belgium continue to grow brand awareness and discover the brand’s untapped potential both with their distribution network and partners as well as with their drinkers. A good VP of Marketing can effectively communicate the qualities of a brand to consumers while building demand, awareness and market share. A Great VP of Marketing will do these things while fully embracing and embodying the core values and culture of NBB. We need a leader who equally sees the value of building teams and is perhaps more satisfied in the success of others than simply their own. Make no mistake; we need the marketing leader who can define and strengthen the role of marketing within the company in a very aggressive way but not at the expense of blowing up a truly wonderful culture. This is the soul and the challenge of the role.
Transparency and authenticity are central to New Belgium Brewing culture. Authenticity means their actions match the things they say and the promises they make. Transparency shines a light on their successes and their shortcoming so that their stakeholders can be the judge of their authenticity. These are two traits that inherently must be embraced by the Vice President of Marketing. An additional trait that makes New Belgium unique is their commitment to making the company more than just a business, especially in the face of market saturation and the increasing rate of "craft" acquisitions by larger breweries. In part, because New Belgium is owned 100% by its employees and not led by a corporation or private equity funds, growth at New Belgium is allowed to be a by-product of excellent work and not an objective to which all other factors are subjugated.

The successful candidate for the VP of Marketing will embrace who New Belgium is and what they aspire to be. She or he will be essential to reaching their goals and will be a key part of the leadership team. The work the VP does at New Belgium will be rewarding and extraordinary in terms of the potential to continue to build a truly special brand.

The Specifics:

The Vice President of Marketing will inspire, inform and unite the growing community of New Belgium Brewing brand ambassadors who enjoy making, selling and drinking NBB's great beer. The VP of Marketing will be the leader on the NBB top management team who guides the team to ambitiously continue their journey as an amazing lifestyle brand that beer aficionados respect and consumers love.

He or she will leverage NBB values based culture and assume full stewardship for NBB brands. The ideal candidate will have the ability to think strategically about brand architecture, consumer and trade positioning, and identifying future trends and opportunities. The VP of Marketing will work collaboratively with the sales team to develop new sales programs, develop pricing strategies, advise on consumer and trade approaches as well as collect valuable insights on emerging trends.

Ideally, the successful candidate will be familiar with the Three-Tier System of alcohol distribution that exists in the craft beer industry. This system was set up in the United States after the repeal of Prohibition in 1933 to restrict the lawlessness that alcohol was associated with as well as help prevent the establishment of monopolies in the industry. In this system, producers can only sell to distributors, who can then only sell to retailers, and retailers can sell to consumers. Partnering with the Sales Team, the VP of Marketing will work to quickly establish strong relationships within the distributor and retail environments and create outstanding marketing materials and programs with New Belgium's network of partners. We are searching for that unique professional who is fluent in the languages of the distributor, the retailer and the consumer of craft beer.

This person will lead the creative team, retail/tasting centers, field marketing, events (Tour de Fat, Clips, etc.) PR, social media/digital and innovation efforts and teams. The right VP of Marketing will enjoy setting aggressive goals, thrive in a fast moving, yet collaborative, environment, be comfortable with complex multi-channel programs, and support the regionality of marketing approaches as appropriate. This position reports to the CEO.

The successful candidate will be an outstanding manager, team leader, culture builder, business driver and contributor to our strategic leadership team.

Responsibilities:

- Plans and directs all aspects of our branding and marketing function, practices, strategies and projects. Identifies changes in the competitive environment and evaluates, adjusts, or redrafts our plans and brand philosophy accordingly.
- Provides strategic leadership for brand architecture and positioning leveraging customer research and New Belgium’s rich legacy.
- Manages, mentors and grows a successful marketing organization.
• Creates and maintains a strong executive team presence.
• Develops and manages to measures of success that reflect the goals of a complex organization and multiple brands.
• Leverages ongoing customer research, product research and marketplace segmentation to inform innovations and future business decisions.
• Works closely with Sales team to develop and execute multi-channel, multi-audience programs for New Belgium brands.
• Communicates regularly with all areas of our company. Is a leader in our high involvement culture.

Qualifications:

• 10+ years successful track record leading and growing a marketing team
• Previous experience as an executive or director of a high-profile lifestyle brand or growth company
• Demonstrated ability to set aggressive goals and exceed them
• Extremely resourceful and proactive in identify problems and finding solutions
• Ability to comfortably handle multiple high profile situations simultaneously
• Outstanding verbal, written and presentation skills
• Great culture fit - values driven, consumer focused, collaborative yet decisive, empathetic, and team oriented. He or she will put strong value on proving that business can be a force for good
• Previous experience working in a lean, entrepreneurial company
• Previous experience “owning” the revenue line for a lifestyle brand company
• Strategic about consumer approach – understands application of psychographics and long-term brand building while simultaneously driving immediate revenue with activities that have a strong ROI
• Preferably has successfully worked in an industry/segment that has had a similar explosion of completion while also beginning to experience consolidation
• Preferably has been a part of a breakthrough brand in a crowded marketplace or in creating a disruptive brand

Benefits:

Medical and More
• 100% coverage of coworkers health-care premiums
• Chiropractic, Acupuncture and Naturopathic services
• Two flexible spending accounts
• Basic Life and AD&D Insurance
• Employee Assistance Program
• Wellness Reimbursement - up to 50% of eligible expenses up to a maximum of $100 per coworker/year

Beyond the Paycheck
• 401K matching up to your first 5%
• Employee Stock Ownership Program (100% Employee Ownership as of Jan 2013!)
• Profit sharing – based on company performance targets

Time Off
• PTO - a full-time coworker will accrue 14 days. That rises to 18 days in Year Two!
• Ten paid holidays
• Adoption assistance program
• Paid sabbatical program
• Volunteer time - one hour of PTO for every two hours of volunteer work you contribute.
• Bereavement leave
• Voting leave
Happy Anniversary

- **Year One** – limited release Fat Tire Cruiser bike
- **Year Five** – one week trip to Belgium (Yes, we’re talking Europe) with your other five-year coworkers to expand your knowledge and culture of all things Belgian
- **Year Ten** – four week paid sabbatical
- **Year Fifteen** – $1,000 travel voucher for personal use
- **Year Twenty** – four week paid sabbatical
- **Year Thirty** – four week paid sabbatical

Other Sweeeeet Extras

- Kitchen w/complimentary milk, cream, chocolate milk, coffee, tea, spices, condiments
- Check out our Prius to run company errands
- Four electric vehicle charging stations (AND free charging for the public!)
- Shift Beer - enjoy one shift beer after clocking out after your shift
- Borrow a cruiser bike for local errands/lunch
- E-Beer – 12-pack of Employee beer per week
- Dry cleaning pick-up
- Many regional and local discounts
- Corporate discounts to health clubs and yoga studios
- On-site recycling center and compost handling
- Purchase of exclusive NBB wear, twice a year
- Act as a marketing representative to attend NBB Festivals and promos (And yes...expenses paid!)

For additional information, please contact Adam Forest, Mary Maliff or Deb Mason at:

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*All inquiries will be held in strict confidence.*

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