

Proud Heritage. Committed Responsibility. A track record of Distinction.

The Distilleries Company of Sri Lanka PLC draws from over a century of excellence, driven by passion and committed to perfection. Since emerging as a publicly traded company, DCSL has become synonymous with delighting customers and rewarding stakeholders, while contributing substantially to economic progress.

Today, DCSL is dedicated to working with only the best and brightest, which has led to impressive results in the marketplace. As we continue to grow, we're on the lookout for exceptional individuals who can mirror our passion and match our determination, so that together we may accomplish even greater feats.

Join this leading beverage manufacturer as the **Head of Sales** and play a pivotal role in steering the company's sales strategies and accelerating robust growth in revenue and profits. This is the senior-most position in the sales organization. This position reports to the MD/CEO.

This is a hands-on job, requiring the appointee to spend considerable time in the markets.



DISTILLERIES COMPANY OF SRI LANKA PLC

Head of Human Resources,
Distilleries Company of Sri Lanka PLC
No. 110, Norris Canal Road, Colombo 10.

If you possess the necessary skills and experience, and are passionate about driving operational excellence, we encourage you to submit your resume and cover letter to careers.dcsl@melsta.com

All applications received will be treated with the highest confidentiality.

Head of Sales

Key Responsibilities:

- Crafting and implementing comprehensive sales plans that align with the company's objectives and market dynamics.
- Overseeing and mentoring sales managers and their teams, fostering a culture of high performance and accountability.
- Ensuring efficient distribution channels to maximize product availability and market penetration.
- Analyzing market trends and consumer behaviour to identify opportunities and challenges.
- Building and maintaining strong relationships with key clients and stakeholders to enhance brand presence and loyalty.

Qualifications and Experience:

- Experience in managing large senior sales teams, training, and motivating the team members.
- Proven track records in achieving and exceeding sales targets.
- Previous experience in alcobev industry is preferred but not a must.
- Qualification in marketing or in sales.
- A minimum of 7-10 years in sales management, with significant experience in the FMCG sector.
- In-depth understanding of distribution networks and logistics within the FMCG industry.
- Proficiency in analyzing complex market data to inform strategic decisions.
- Exceptional skills in negotiation, coupled with the ability to communicate effectively with diverse stakeholders.