

Senior Director of Wine Sales — Bulk Wine & Strategic Accounts

Agajanian Vineyards & Wine Company
Napa, California

About Us

Agajanian Vineyards & Wine Company is a third-generation, family-owned grape and wine négociant-merchant based in Napa Valley. We source and sell premium-to-luxury winegrapes and wines throughout California, the United States, and select international channels.

Our business is built on long-term relationships, integrity, market knowledge, responsiveness, and exceptional service. Our vision is bold: to become one of the most effective “go-to” marketplaces for winegrapes and wine in the world.

Position Overview

We are seeking a seasoned wine industry insider and proven sales professional to help lead the next phase of our company’s growth.

This is a senior business-development and relationship-origination role for a veteran wine sales professional with strong industry relationships, commercial instincts, and the ability to bring new clients, new opportunities, and meaningful revenue growth to the company.

The ideal candidate understands premium-to-luxury wine positioning, including wines sold prior to bottling, bulk wine, private label, and strategic account opportunities. This person knows how to build trust over time, convert relationships into repeat business, and represent the company professionally in a high-trust, relationship-driven marketplace.

This person will work closely with company leadership to expand Agajanian’s client base, strengthen strategic relationships, and increase sales of premium-to-luxury wines, including wine sold prior to bottling.

This is a relationship-driven role requiring in-person client meetings, tastings, industry presence, and professional representation in the marketplace.

Why This Role Matters

This is a key growth role for Agajanian Vineyards & Wine Company. The right candidate will not only generate revenue and positive cash flow, but also expand market presence, deepen client relationships, and help build a world-class grape and wine négociant-merchant platform.

We are looking for someone who brings experience, judgment, and a producer mentality. Someone who understands that in the premium wine business, relationships, timing, quality, trust, discretion, and follow-through are everything.

Key Responsibilities

- Develop and expand wine sales with new and existing clients
- Originate, cultivate, and close opportunities in premium-to-luxury wines, including wines sold prior to bottling
- Bring new clients, strategic relationships, and business opportunities to the company
- Build and maintain strong relationships with wineries, private label buyers, strategic accounts, brokers, négociants, and other wine industry participants
- Conduct in-person client meetings and represent Agajanian Vineyards & Wine Company professionally in the marketplace
- Work directly with company leadership on business-development strategy and client acquisition
- Support the development of long-term commercial relationships and repeat business
- Maintain accurate and current client records, pipeline notes, and opportunity tracking
- Track deal flow and sales activity through company systems
- Attend trade shows, tastings, and wine industry events as a representative of the company
- Contribute market intelligence, relationship insight, and strategic sales ideas
- Help identify new market opportunities, buyer needs, and strategic account targets
- Support a disciplined sales process from origination through follow-up and closing
- Represent the company's values of integrity, responsiveness, professionalism, and long-term relationship building

Qualifications

- Significant sales or business-development experience in premium wine, bulk wine, beverage alcohol, private label, brokerage, distribution, or a closely related field
- Proven ability to develop new business and maintain long-term client relationships
- Existing wine industry relationships strongly preferred
- Strong professional communication and presentation skills
- High integrity, sound judgment, and a relationship-first approach
- Positive attitude and collaborative, team-oriented mindset
- Highly organized, self-motivated, and disciplined
- Strong wine industry knowledge and commercial instincts
- Proficiency with Microsoft Office; ACT! CRM experience is a plus
- Entrepreneurial mindset with the ability to operate effectively in a dynamic, relationship-driven business
- Appreciation for premium-to-luxury wine positioning and high-trust client relationships
- Ability to work closely with ownership and leadership in a fast-moving, entrepreneurial environment
- Willingness to attend meetings, tastings, trade events, and client visits as needed

Preferred Candidate Profile

The strongest candidates may bring:

- A meaningful network of winery, broker, négociant, private label, or strategic buyer relationships
- Experience in premium, luxury, high-quality bulk wine, or pre-bottling wine categories
- Existing relationships that can translate into new business opportunities

- A reputation for professionalism, integrity, discretion, and follow-through
- The ability to operate with confidence in both entrepreneurial and high-level client environments
- A producer mentality and strong appetite for performance-based upside
- Interest in helping build a larger long-term platform, not merely filling a sales position
- Ability to help shape sales strategy, client targeting, and market positioning
- Comfort working directly with ownership in a relationship-driven business

Compensation and Entrepreneurial Opportunity

This role is intended for a performance-driven professional who is motivated by results, relationships, and long-term value creation.

Compensation is expected to be primarily performance-based and aligned with production, client development, closed business, and measurable results. Compensation structure may include commission, performance incentives, and/or strategic participation depending on candidate experience, relationships, and production capability.

For the right candidate, the upside can be substantial. For an exceptional individual who brings meaningful relationships, production capability, and entrepreneurial energy, this role could also evolve into a broader strategic opportunity, including potential profit-sharing, capital investment, or participation in building the business together.

This opportunity is best suited for a senior wine industry professional who wants more than a conventional sales position. We are seeking someone who can help build meaningful long-term enterprise value while generating near-term commercial results.

How to Apply

Please email your resume and a brief cover letter directly to:

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Agajanian Vineyards & Wine Company is an equal opportunity employer.