



## **EDISON BOND'S CLIENT - WHYTE & MACKAY**

Founded on the docks of Glasgow in 1844, Whyte & Mackay has retained the pioneering spirit of its founders James Whyte and Charles Mackay.

Whyte & Mackay is now in the best shape of its 162 year old existence, with an international reputation built upon the quality and increasing popularity of its single malt Scotch whisky brands The Dalmore and Jura.

The success of The Dalmore and Jura brands has brought with it a growing cohort of consumers who are looking to source exclusive and collectable whiskies from those distilleries. Whyte & Mackay also has other malt distilleries, and recognises that this consumer demand can be extended to the product of those properties too.



## **THE CHALLENGE: RARE WHISKY PRIVATE CLIENT PROJECT MANAGER**

Over the years, the Whyte & Mackay business has distilled, aged and curated one of the best stocks of old and rare whisky in the industry. These whiskies have led to the release of some legendary products, a number of which have been so sought after as to redefine the price at which rare whiskies are sold.

Limited edition releases by The Dalmore in particular are now much sought after by whisky collectors, investors and drinkers the world over. Crafted by one of the industry's most iconic figures, master blender Richard Paterson, the brand is right at the aspirational apex of single malt Scotch Whisky today.

The clients who are driving the demand for rare and exclusive whisky have high expectations, both of the whisky and the service and process that delivers it. Meeting the needs of such a discerning audience is challenging and rewarding in equal measure. There is no room for 'good enough'. Product and service need to be seamlessly delivered.

In this role you will need to be capable of developing a personal expertise in Scotch whisky production, appreciate regional nuances and characteristics not just of Whyte & Mackay's house brands but those of their competitors too. You must have a demonstrable ability to work with our Rare Whisky Director to establish and maintain relationships with relevant clients. You will be able to build a reputation and personal credibility for peerless service delivery, subject matter expertise and meticulous attention to detail.

You will need to consult with clients to ascertain their often unique requirements, and then realise and fulfil these by project managing the full end to end production process to deliver a bespoke and tailored product solution.

To be successful, you will support the Rare Whisky Director by co-ordinating a cross-functional internal team that can support and assist you in creating unique and customer centric-outcomes.

## It's all about you

Well here's a first. This is truly multi-faceted and unique role that genuinely requires a range of skillsets and personal experience that could have been accumulated in a variety of previous roles across a range of diverse sectors. Selling rare whisky demands exceptional project management capability and service delivery levels that far exceed the day to day expectation of general whisky consumers. In short, your end user demographic expects the highest quality products, seamless efficiency and world class service delivery.

## So where are you now?

You may already currently operate in the Rare Whisky or high end spirit business. You might currently work with luxury brands, or perhaps in luxury travel or exclusive event creation. You could have a background in personal wealth or private client environment, or possibly you're a project or programme manager, in luxury/bespoke packaging or you're a product developer seeking a unique and fresh exciting career challenge. Irrespective of your professional background, you must possess a range of core capabilities which include:

- Private Client management
- Project Management skills
- High net worth solution selling
- Analytical; attention to detail
- An eye for design





### **Specifically you will**

- Be able to fully demonstrate exceptional private client relationship or partnership creation where world class customer service delivery is a foundational lynchpin of commercial success
- Be a confident presenter with direct experience of presenting to and hosting small groups of important clients
- Can demonstrate direct experience of devising and working with pricing models and presenting solutions clearly and appropriately
- Have worked within complex organisational structure where building internal stakeholder networks have been centrepiece to business as usual

### **Super nice to have**

- Fluency in multiple languages
- Experience of new product development
- Currently well versed in whisky, fine wine, champagne or other high end spirits

### **Package**

An attractive basic salary is on offer with a bonus earning potential. Car allowance, pension, product allowance and additional benefits are also included in the comprehensive package.



**Want to talk and learn some more?**

For a discrete conversation about this fantastic opportunity with a unique business, in the first instance please contact the retained search partner Neil Brown at Edison Bond on 07432 482 882 or email: [neilbrown@edisonbond.com](mailto:neilbrown@edisonbond.com)

Please note that any unsolicited third party or direct applications will be redirected immediately to Edison Bond for further review.

***Edison Bond are experts in recruiting Sales, Marketing & Digital professionals in Scotland, across the UK and beyond.***

