



Jägermeister

VACANCY

Senior Controller

Requirements

- Completed Bachelor's degree in economics or comparable qualification
- At least 5 years' experience in an international environment, focus on operational controlling
- Fluency in written and spoken English
- Strong analytical skills with the ability to identify trends within complex financial data and recommend courses of action
- Proficiency in business intelligence tools (preferably SAC) and MS Office, especially Excel and PowerPoint
- Strong communication skills with the ability to present complex issues in an understandable and convincing manner
- High level of organisational and prioritisation expertise to drive several topics and projects at the same time



Mast Jägermeister, parent company of the legendary Jägermeister brand, is a company that is both traditional and highly modern, with its headquarters in Wolfenbüttel in Lower Saxony. A brand that is always reinventing itself and moves with the times. Its fine spirit products are distributed through nine subsidiaries all over the world. Almost 90 years ago, it was Curt Mast, the owner of the family-run vinegar factory and wine trade, who had the vision and the leisure to create the most successful German herbal liqueur of all time by using 56 exquisite herbs.



Jägermeister

Shortly after Curt Mast had taken over his father's vinegar factory at the age of 16, the First World War caused hard economic times. To survive, the company had to reinvent itself. It was decided to have a second mainstay and specialized in importing French wines. Curt Mast also experimented constantly with the production of liqueurs. But it was only after celebrating his 37th birthday in 1934 that the characterful herbal liqueur was ready for the market and was called "Jägermeister" in honor of its creator's passion. An incomparable brand history began.

In the 1960s, the company had to reposition itself due to declining sales figures. The image was suffering: Jägermeister was perceived too much as a drink for older people. Therefore, two decisive courses were set at the beginning of the 1970s: Firstly, expansion into international markets was driven forward – with the long-term consequence that today people in more than 80 countries around the world enjoy Jägermeister. Secondly, real pioneering work began in the field of sports marketing. In 1973, the company landed the masterstroke of putting its company logo on the jerseys of Eintracht Braunschweig, cleverly circumventing the advertising rules of the DFB (German Football Association) in effect at the time. This was the foundation stone for jersey advertising in the 1st Bundesliga in 1973. Jägermeister was also present for years in motor sports, in Formula 1, in the German Touring Car Championships and various rally competitions.

As the realization matured in the 1990s that sport and alcohol were becoming less compatible for marketing, the decision was made early on to exit sports sponsorship. Business was stagnating at the time, the target group of regular



users over the age of 50 was becoming steadily smaller and smaller. Once again, a promising plan for the future of the brand had to be found, combined with a clear vision of a sustainable re-orientation.

At the beginning of the 2000s, the brand reinvented itself under the motto “Attention: WILD!”, set its sights on the target group of “young hedonists” and scored a major marketing hit. Cool presentation, self-deprecating messages and social commitment hit right at the heart of a newly defined audience. The brand’s existing connection to music was an important factor. What began as sponsoring festivals and promoting young rock and metal bands in the USA in the 1990s soon developed into Jägermeister’s own music tour. Nowadays, Jägermeister is at home in almost all different facets of young music and it is impossible to imagine this world without it. Once again, the relaunch succeeded in combination with a clear makeover of the brand and its perception. The fact that Jägermeister has achieved a cult status shows how well this strategy has worked.

Parallel to its orientation towards young customers, the company has also expanded its sense of internal and external responsibility. While a respectful approach to each other and responsibility towards society and the environment have always been part of the family-owned company’s DNA, it has been striving for concrete sustainability goals for some time now, which are implemented in the three fields of action Celebrate, Produce and Work – among other things through a high level of commitment to responsible production and merchandising. The last of these also includes a strict, self-imposed marketing code as a central core for the consistent protection of under-aged people.

After almost 90 years, Jägermeister is by far the most popular herbal liqueur in Germany and the best-known German spirits brand in the entire world.





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Mast Jägermeister continues to grow. The basis for sustainable corporate development is reliable analyses and transparency of figures and market. Therefore, the controlling team is being further strengthened. We are looking for a Controlling Manager who will provide the company with continuous transparency regarding performance and results. Based on complex data and facts, the controlling team enables reliable forecasts and plans the Jägermeister business of tomorrow. Recognising trends and opportunities on the market, creating evaluation bases for growth and innovation decisions and evaluating the effectiveness of measures and decisions on an analytical basis are among the main activities of the growing, close-knit controlling department.

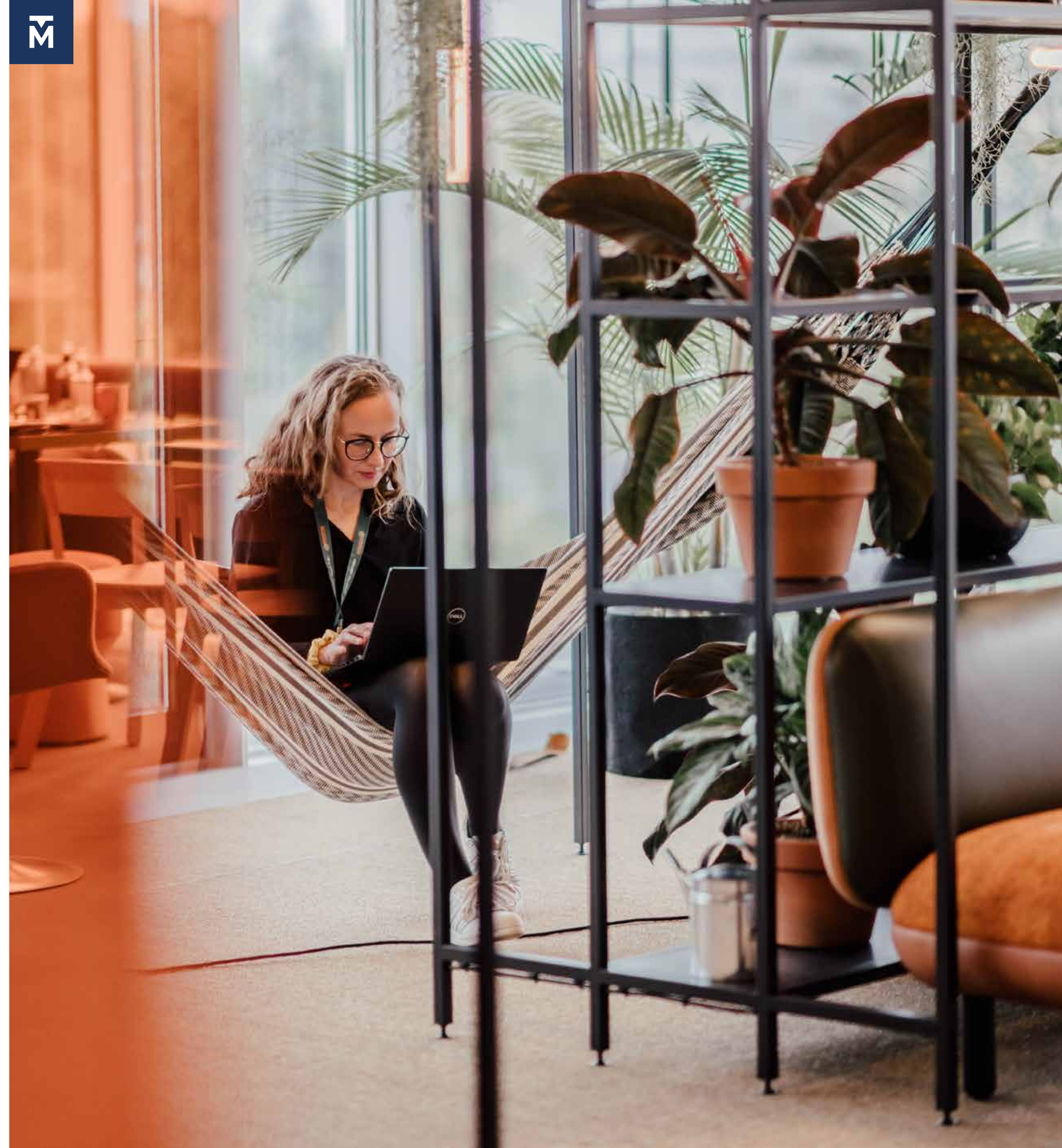
The Task's:

- Responsibility for the group-wide strategic planning process
- Analysis of all relevant data, identification of trends, deviations and risks
- Conception and evaluation of business plans and forecasts for the company, derivation of potentials and/or analysis of planning results and market data
- Carrying out cost analyzes
- Preparation and presentation of performance reviews and planning results for the leadership team, executive board and supervisory board



- Support in the preparation of business plans and investment evaluation
- Coordinating involved stakeholders in the company and external consultants
- Analyzing market data to measure company performance or maintaining and developing tools to improve process efficiency
- Monitoring compliance with financial guidelines and standards, conducting cross-functional trainings
- Continuous improvement of data quality and integrity
- Maintenance and further development of reporting and performance management tools to improve process efficiency and steering relevance of reports
- Supporting selected strategic projects such as the SAP Hana implementation
- Conducting ad-hoc analyses and leading special projects to support management decisions

The importance of controlling is constantly growing. Therefore, the demands on the new team colleagues are particularly high. And equally, this results in above-average shaping and decision-making opportunities. For this role, we are looking for a character who, in addition to a strongly analytical mindset, has a pronounced strategic awareness – someone who finds it easy to go into details based on the big picture, to derive clear recommendations for action from the insights gained and to argue convincingly at management level. With a sense for opportunities and risks as well as a large portion of initiative, processes are to be developed and driven forward in order to generate decisive impulses for the further success of the company.



Anyone who chooses Mast Jägermeister becomes a member of a family business and part of a close family. The company actively promotes its corporate culture of partnership with all its employees, whom it regards as the most important key to success. To cultivate the team spirit, colleagues exchange ideas on the in-house campus, at regular after-work events or in the casino, and enjoy celebrating together. Throughout its history, Mast Jägermeister has always found it useful to welcome diversity, to live an exchange at eye level, to allow humor and creativity, to create space for ideas and to make the apparently impossible possible – and this will not change in the future. The role of Senior Controller offers strategically-minded analysts extensive opportunities to develop within an exciting market environment and, last but not least, to find a warm home under the umbrella of an iconic brand with global appeal.■



Interested? Mast Jägermeister is working with Top of Minds to fill this vacancy. To express your interest, please contact Oliver Tonnar at oliver.tonnar@topofminds.com.



“Every day we work on our products and on ourselves. We are social, informal, team-oriented, courageous and unconventional – this makes us authentic as a company and brand. We believe that our company culture is and will remain the most important ingredient in our success..”

Melanie Schyja, Director Global Corporate Communications