

Title: Brand Manager, Beverage
Location: REMOTE - California
Compensation: \$135,000 - \$145,000
Client: Confidential

Attention:

Candidates who have not led brand management and commercialization in the beverage space need not apply.

Job Description:

The Brand Manager, Beverages, is a key leader within the Marketing organization and plays a critical role in advancing the growth of our client's beverage portfolio. This individual must bring solid beverage marketing expertise, strong business acumen, and a proven track record of leading successful product launches.

Success in this role requires a strong analytical mindset, cross-functional leadership, and hands-on experience ideating, planning, launching, and managing new products from concept through commercialization. The ideal candidate has experience in functional beverages and understands natural and specialty channel dynamics. This role also requires close partnership with technical and R&D teams to develop science-supported, claims-compliant innovations.

In addition to leading upstream innovation, this role serves as the day-to-day owner of our client's beverage launches during their critical first year in market. In a small, fast-moving organization, this leader must be exceptionally sharp managing products through early commercialization, driving weekly performance tracking, and coordinating cross-functional actions to ensure strong velocity, distribution, and consumer adoption.

Education and Experience Requirements:

- Bachelor's degree required; MBA preferred.
- Minimum five (5) years of brand management or marketing experience within the beverage industry.
- Demonstrated success launching and managing beverage products or line extensions, including measurable business impact.
- Proven experience developing strategic marketing plans and using data-driven insights to inform decisions
- Experience leveraging syndicated data sources (e.g., Nielsen, IRI), consumer insights, and category trends to guide decision-making and identify growth opportunities within the beverage landscape

Attractive Factors:

Competitive salary plus bonus, health insurance, 401k, and several other company-specific benefits like half-day summer Fridays

Important Note:

This position will be considered "open" until final selection is made. **Candidates must apply ASAP for first consideration.**

[APPLY HERE](#)

For immediate and confidential consideration, interested candidates may contact Angie Brouwers, Director of Recruitment, Consumer Packaged Goods Practice, at abrouwers@berkeleysearch.com