



**COMPANY:** Wyoming Lottery Corporation, 1620 Central Avenue, Cheyenne, Wyoming, 82001.

**POSITION:** WLC Product Manager.

**SALARY RANGE:** \$75,000 to \$90,000 per year, DOE.

**LOCATION:** Cheyenne, Wyoming. The selected individual must reside in Wyoming. The location WITHIN WYOMING is negotiable. It will be based on the greatest need of the corporation (will discuss at hire).

#### **POSITION DESCRIPTION**

The Product Manager is responsible for total quality improvement, total quality management, and total product enhancement. Responsibilities include evaluating Lottery Sales Representatives (LSR's), evaluating customer/retailer satisfaction, player satisfaction, and focusing on the overall product portfolio and enhancing overall quality, satisfaction, and sales.

There is a major requirement to focus on our KENO game, new location recruitment and opening, player, retailer and stakeholder education, awareness, COMPLIANCE, customer satisfaction, and meeting/exceeding sales goals and targets. This requirement exists for all products/games within the lottery portfolio, with KENO being a primary focus.

Other major requirements involve reporting to the CEO with a matrix report to the COO, preparing reports for the executive team and CEO, preparing board of director and legislative reports, ensuring quality assurance and compliance around the state at all locations (650), conducting extensive stakeholder outreach, participating in lottery events, activities, sponsorships and partnerships, extensive leadership of sales initiatives, quality improvement, and leadership of components of the WLC performance management system.

Extensive, heavy, and at times continuous travel across the state with some out-of-state travel. In state travel will be approximately 40% and may be higher in the summer, with lower travel in the winter. The person occupying this position MUST agree to very heavy travel with multiple overnight stays and being on the road for days and possibly weeks at a time. All travel expenses are reimbursed, and a company vehicle is provided.

This is NOT an all-inclusive list of duties, and there may be many additional duties/responsibilities/requirements, and changing duties required of this position that are not included in this document. The chosen candidate must acknowledge, understand, accept and agree to this statement and all requirements and items listed in this announcement.

## **REQUIREMENTS**

An associate or bachelor's degree is preferred. A degree is required in a related discipline such as sales, marketing, business administration, management, or other customer-oriented majors. Degrees in advertising, branding, human behavior, are other examples that would meet requirements. Deep experience and success/training may substitute for education requirements depending on the type of experience and the type of training.

Candidates must have a minimum of 3 years of experience in multi-location field sales, consumer product sales and management, and general management. To be considered candidates are required to have direct experience working with retailers and retail operations, with in-depth knowledge in retailer industry trends, competitor activities and consumer behavior within retail settings.

Candidates must have a minimum of 3 years in a mid-level executive or senior executive position, with leadership, supervisory as well as project management experience. Candidates must have experience achieving and meeting aggressive and assertive sales challenges and sales goals and targets from a daily, weekly, monthly, quarterly, and annual perspective. Candidates must have experience creating, presenting, and managing sales reports, charts and diagrams, data analytics, and extensive experience developing sales plans.

Candidates must have extensive experience creating, developing, and successfully executing brand and sales campaigns, as well as marketing and advertising plans and strategies. Candidates must be "subject matter experts" and be able to articulate, demonstrate, teach, and guide staff and employees regarding sales campaigns, strategies, plans and systems, as well as field sales techniques and quality assurance plans.

Candidates must have a demonstrable track record of multi-location, multi-product portfolio sales success across a statewide system or other large geographic system. Proven success managing a large, complex, sales/product portfolio.

*Candidates are PREFERRED to have at least 3 years of gaming experience, gaming sales experience, gaming product portfolio experience, with LOTTERY experience being of high preference. **Regional sales experience may be accepted.** Candidates with gaming/lottery sales and consumer product portfolio management and quality assurance experience will be considered very highly preferred candidates.*

## **HOW TO APPLY:**

Interested candidates should electronically submit a cover letter and resume to:

[jbaldwin@wylotterycorp.com](mailto:jbaldwin@wylotterycorp.com) no later than **September 1, 2025**. Application materials will be accepted through the end of the day September 1st. **Resumes without a cover letter will not be considered.** Inquiries/questions please contact Jessica Baldwin at 307-432-9300.