



POSITION DESCRIPTION

JOB TITLE: Director, North American Food Service Sales

DEPARTMENT: Sales

REPORTING TO: Chief Sales Officer

As our Director, NA Food Service Sales, this role is accountable for sales growth and product distribution within our NA food service sales channel. You are a critical driver of the management of all selling and executional activities to achieve customer revenue and profit targets within this area. This role capitalizes on maintaining relationships with our existing customers, as well as major account opportunities and forms the crucial link between Daiya and the customer with proactive business-building initiatives that have been the cornerstone of our sales success.

Through the development of a collaborative relationship with our customers, this role is the key link between Daiya Foods and customers on all food service business development opportunities and challenges within North America. This role will also provide leadership for our food service regional, territory and inside sales managers.

DUTIES AND RESPONSIBILITIES

- Partner closely with Chief Sales Officer to develop strategic vision, sales strategies and objectives, financial budgets, and forecasts for the food service channel.
- Oversee all aspects of sales forecasting, planning and execution, including closing sales
- Build, develop and maintain positive relationships with accounts and create a sustainable pipeline of food service partners
- Superior utilization of the planning process to secure customer co-operation to mutually beneficial category response plans
- Satisfy customer needs and strive to deliver revenue, share, and contribution growth through the use of knowledge-based solutions
- Proactively identify and implement business-building initiatives that contribute towards the achievement of superior business results for Daiya and the customer.
- Identify and implement new and unique ideas and opportunities that influence the consumer to buy
- Successfully manage marketing spending and forecasting within category responsibilities
- Manage and develop new and existing customers – pricing and contract negotiations, coordinate QA docs with internal team members, new item presentation
- Manage, educate, and lead broker and distributor partners in the support and management of the Daiya business with our customers.
- Forecast annual sales based on trends and company objectives
- Translate sales plans into sales activities per customer/account, monitor and adapt sales activities on a regular basis to meet objectives
- Represent Daiya at trade shows and trade association meetings to promote products and seek new business
- Achieve or exceed KPI's each quarter
 - Conduct appropriate training/coaching
 - Target specific large end-customer accounts or segments to target and acquire within a market area
- Perform other essential responsibilities as deemed necessary

EDUCATION AND EXPERIENCE

- College/University Degree required: preferably in a business-related field
- Culinary experience and knowledge preferred
- 10+ years of sales, marketing, and/or business development experience
- Good understanding of food industry supply chain and distribution
- Experience developing relationships and sales with large customers and distributors
- Experience successfully selling a niche or specialty product preferred
- Passion for wholesome, plant-based, natural or alternative foods preferred

RELATED KNOWLEDGE, SKILLS AND ABILITIES

- Willing to travel 40-60% of the time throughout North America
- Excellent written and oral communication and interpersonal skills
- Must be a team player and able to work autonomously
- Highly self-motivated
- Strong understanding of all commercial and non-commercial areas of food service
- Must make most efficient use of company's resources for conducting business
- Strong persuasive writing and oral communication skills
- Ability to use CRM
- Excellent organizational and time management skills
- Proven track record of sales success
- Ability to grow sales in a fast-paced, dynamic environment
- Strong working knowledge of Microsoft applications including Outlook, Excel, Word, etc.