



POSITION DESCRIPTION

JOB TITLE: Regional Sales Manager, Foodservice

DEPARTMENT: Sales

REPORTING TO: Director, Food Service

Welcome to the unexpected delight of plant-based exploration! We're the creators of a revolutionary cheese alternative that tastes, shreds, melts and stretches like traditional cheese. Today, as plant-based food grows in popularity, that spirit of innovation continues to inspire our team.

We believe in pioneering plant-based breakthroughs that delight people and planet. Our portfolio of great tasting foods provides an opportunity for everyone to gather around the table, whether you have food allergies, are flexitarian, vegan, vegetarian, or just plant-based curious!

We're one big family of food-loving Dayan's, and we're always on the lookout for people who share our passion, our vision, and our ability to make each other smile.

The Regional Sales Manager (RSM), Foodservice works closely with the Director of Foodservice to promote and sell Daiya's product offerings to regional chains, local chains, and all foodservice operators across the Foodservice spectrum in the Eastern United States. This individual is also responsible for overseeing the sales efforts of the broker offices within the territory and expanding our presence with key distributors. This role will be focused in the major metro-markets: Boston, New York, Philadelphia, Washington D.C., Charlotte, Atlanta and all of Florida.

DUTIES AND RESPONSIBILITIES

- Manage and develop regional and national foodservice distributors (in region) to support overall Foodservice sales goals
 - Implement pricing strategy, present new items, work with chain account partners across distribution network, marketing program negotiations, develop sales in tandem with Daiya FS team members
- Regional and local Chain Account Sales Management and Development –
 - Secure, develop and penetrate business with existing partners; negotiate and manage marketing programs, implement pricing and marketing/promotional strategies with new and existing chain accounts
- Non-Commercial Penetration
 - Enforcing Daiya product specifications with key Non-Commercial operators like ARAMARK/Avendra
 - Actively plan coverage and execution against operators in key non-commercial segments (C&U, Schools, B&I, Healthcare and others)
- Broker Management
 - Oversee sales planning and execution activities with key broker offices, identify sales targets and drive execution
 - Train the broker on existing and new Daiya products; conduct work with targeted accounts
- Manage and develop new and existing ingredient customers – pricing and contract negotiations, coordinate QA docs with internal team members, new item presentation
- Strategically plan and execute all foodservice shows with RSM West and food show coordinator for national and regional food shows and conferences: this includes all pre-event duties and post-event follow up
- Forecast and budget yearly trade shows and total FS spend
- 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
- Pursue all sales leads with 50% or higher close rate
- Achieve or Exceed KPI's each quarter
- Conduct appropriate training/consultancy
- Provide focused sales efforts to assist the Foodservice team in achieving its volume and net margin goals
- Target specific large end-customer accounts or segments to target and acquire within a market area
- Secure branded menu placement at all chain accounts
- Perform other essential responsibilities as deemed necessary

EDUCATION AND EXPERIENCE

- 4-year college degree required: preferably in a business-related field
- 5-10 years of foodservice chain account, regional management, and distributor sales experience a must
- Good understanding of foodservice supply chain and distribution
- Experience developing relationships and sales with foodservice operators
- Experience and familiarity with key non-Commercial accounts in the territory
- Food show set up and execution
- Experience successfully selling a niche or specialty product into foodservice sector preferred
- Passion for wholesome, plant-based, natural or alternative foods
- Familiarity with back-of-house procedures and various cooking methods/techniques. Comfortable with culinary personnel
- Experience with annual planning and goal setting; strong financial acumen

RELATED KNOWLEDGE, SKILLS AND ABILITIES

- Candidate must be located in one of the major markets in the east
- Broker Management experience is desired
- Experience calling at the headquarter or branch level on key distributors in the territory
- Must have good driving record and vehicle
- Willing to travel up to 60%
- Experience with ingredient/industrial sales is a plus
- Excellent written and oral communication and interpersonal skills
- Must be a team player and able to work autonomously
- Highly self-motivated
- Comfortable cooking and presenting in front of chef's and foodservice personnel
- 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.