



Strategy & Analytics Manager

Company Description:

Simple Mills is a rapidly-growing, Chicago-based food company that makes delicious, simple-ingredient baking mixes and crackers. In our company's short history, we've gained instant consumer acceptance and tremendous momentum in the marketplace. A few highlights include:

- Baking Mixes: We are the #2 largest natural baking mix company by dollars sold and #1 for dollar sales per point of ACV in the natural channel and #1 for dollar sales per TDP in the conventional channel among natural baking mix brands.
- Crackers: We are already the #3 largest natural cracker brand after our launch of crackers in March. Out of the top 20 natural cracker brands, we are the #1 for dollar sales per TDP in the natural channel.
- We have retail distribution in over 5,000 stores nationwide including Whole Foods, Target, Albertson's / Safeway, Wegman's, and Sprouts.
- We have been endorsed by top press and magazines, including: The New York Times, Forbes, Inc, Grocery Headquarters, Rachel Ray, Health Magazine, Natural Food Merchandiser, Food Business News, and more.

Job Description:

The Strategy & Analytics Manager is a high-impact role leveraging numerous data sources to identify opportunities, direct our sales strategy, identify risks. It is cross functional position reporting directly into the CEO and working closely with our marketing, sales, and finance leadership.

Sales Strategy & Analysis

- Lead a regular strategic assessment of sales performance, leveraging data sources including retailer, distributor, and syndicated data.
- Leverage strong analytical skills to:
 - o Assess key customer performance.
 - o Track performance against sales goals (dollars, ACV, TDP, SPP, growth, ARP).
 - o Monitor new item launch and ensure strong in-market execution (number of placements, price point, etc.).
 - o Provide recommendations on and track against trade promotions budget.
 - o Monitor and communicate out of stock issues.
 - o Identify other opportunities, risks, and issues in market.
- Partner with Simple Mills sales team to highlight key findings and act on findings.



- Collaborate with Sales team to build professional, high-impact sales presentations; develop customer-specific programs, recommendations; assess customer opportunity size; and develop customer-specific reporting.

Marketing Strategy & Analysis

- Proactively assess both online and offline marketing initiative performance. Identify opportunities to drive incremental volume, share, and profit while evaluating inefficient tactics that do not deliver company goals and objectives.
- Own Simple Mills online business; partners with broker to achieve target growth, optimize online presence, and identify opportunities to gain incremental sales.
- Leverage sales data to assess and report on demo performance.
- Conduct category and competitive analysis to uncover opportunities as well as causes or change or variance in share forecast and performance vs. Plan/Forecast.

Qualifications:

The successful applicant will have the following minimum qualifications:

- A bachelor's degree.
- Minimum 3 years' experience in a role demanding excellent analytical skills.
- Excellent verbal/written/presentation and communication skills.
- Very strong analytical skills and attention to detail – excellent competency in MS Excel is a must, as is experience of managing complex, incomplete & inconsistent datasets and defining strategic analytics (market sizing/growth forecasts, etc.); candidates will be required to demonstrate analytical ability during the interview process.
- Experience reporting on and analyzing syndicated data (Nielsen, IRI, SPINS, etc.) is a plus.
- Proven experience using PowerPoint and ability to producing visually compelling presentations; candidates will be required to provide sample presentations.
- Persistent proactive, individual with a strong drive for results.
- Willingness to be flexible, adaptable, and proactive in a constantly-changing industry and company.
- Passion for food and healthy eating/belief in company's goals & mission.
- Position is for immediate hire in Chicago, IL.