



## **Good Day Chocolate Job Description East Sales Senior Regional Manager**

Reports to: VP of Sales

Location: Northeast/Mid Atlantic preferred, potential flexibility depending on candidate

### *Position Summary*

Opportunity to join and grow with the foundational team of a fast growing, entrepreneurial small company that's disrupting functional snacking and supplements, and ranks among the top ten selling items in their respective SPINS category across multiple channels.

The East Sales Senior Regional Manager will increase Good Day Chocolate's product portfolio sales and manage existing business within direct and distributor serviced environments. If you're the right fit, you understand the landscape and can successfully think on your feet and outside of the box to create wins in an often-ambiguous environment.

To be successful in this role, you're strategic, proactive, creative, well connected in the customer and distributor set, an excellent planner, well organized, and a highly skilled communicator and collaborator. You are willing to dive in and do what is needed to achieve our goals. You have 5+ years of relevant experience, yet you're a continuous learner and improver. You'll be joining a small family of core team members who value making quick and informed decisions, achieving and celebrating wins, and executing against a common strategy with a 'can do' attitude

### *Snapshot of Responsibilities*

- Manage Good Day Chocolate business and relationships in natural and conventional channels
- Manage brokers, distributors and retail merchandising resources
- Cultivate new business within region and beyond, using all available methodologies (networking, cold calling, market research, competitive intelligence, industry resources, third parties - distributors/brokers/agencies), technology etc.)
- Contribute to sales strategy and forecast in existing and new channels – with potential to develop new regional or territory roles as GDC business scales
- Collaborate with cross functional leaders on planning, forecasting, budgeting, strategy, innovation, sales collateral and execution
- Evaluate and apply available POS, distributor and syndicated data for planning, managing, fact- based selling, distribution tracking, post promotional evaluation/ROI analysis and market intelligence
- Create sales reports, collateral and customer-ready content for internal and external initiatives
- Create, execute, monitor, manage and evaluate customers' promotion/trade plans and calendars to meet and exceed expected ROI
- Identify opportunities and develop custom programs to foster opportunities, continued sales growth and ROI within customer portfolio
- Collaborate with third-party agency, sales and finance teams to monitor, research and dispute invoice deductions as needed
- Manage new item process (samples, reviews and set-up process) within customer portfolio

- Support new product launches: training, motivating and directing internal and external sales teams
- Train and develop customers, brokers and distributors on GDC portfolio and objectives - via phone, webinars and on site/in-market visits
- Attend customer, broker and distributor meetings, trade shows, market tours and industry/consumer facing events market tours as required to maintain and pursue relationships
- Create custom programs as applicable to develop channel opportunities
- Develop action plans to address challenges and maximize opportunities
- Be a Good Day Chocolate ambassador and spokesperson within the community and industry, networking and exploring unique opportunities and scenarios for the brand - which may at times fall outside the scope of territory (in other words, live and breathe the brand)

### *Qualifications*

- Bachelor's degree with business emphasis preferred
- 5+ years natural and conventional CPG sales experience within food, supplement, or HBC/NBC categories.
- Track record of success and increasing responsibility
- Excellent communication, and negotiation skills
- Strong customer management/relationship management skills
- Distributor and broker management experience preferred
- Entrepreneurial mindset, creative problem solving and analytical skills
- Experience with conceptual selling and sales forecasting using data, industry tools, trade math, margin optimization
- Ability to design and deliver effective presentations to various levels of customers' organization
- Must be self-motivated, curious and comfortable with ambiguity typical of a young and growing company
- Proven ability to work both independently and collaboratively
- High sense of urgency and responsiveness, with ability to achieve priorities and thrive while multitasking
- Comfortable in frequently changing and potentially stressful internal and external environments
- Fully competent with Mac OS, Microsoft Office (Excel, PowerPoint, Word)

### *Physical Requirements*

- Requires full range of body motion including walking, standing, stooping, bending, and lifting, manual and finger dexterity and eye-hand coordination
- May require sitting, standing and walking for extensive periods of time.
- Occasional lifting and carrying items weighing up to 40 pounds
- May require irregular work hours and travel
- Occasional high stress situations may occur in dealing with customers