



Food Service Sales Manager

About Rip Van “Inspired to Improve”

Rip Van is a food innovation company. We exist to improve busy lives with better convenient products that are uniquely delicious, healthier and beautifully designed. We are committed to improving the nutrition, taste, and design of our products by launching product improvements in two-year cycles.

Our first product, Rip Van Wafels is available in over 20,000 locations nationwide including Starbucks, Whole Foods, Publix, Wegmans, and Sprouts. The company has grown by over 500% in the last three years, has made both the Inc & Forbes 30 under 30 lists, won numerous business awards and has been featured in publications such as TechCrunch, Entrepreneur, Bon Appétit, and The New York Times.

Role Overview

Interviews start: ASAP

Job starts: ASAP

The Food Service Sales Manager role will consist of maintaining our current food service businesses, as well as actively seeking out and developing business opportunities. You will be responsible for achieving incremental sales growth and closing new business. This role is expected to maintain strong relationships with broker and distributor partners and customers to best execute plans that deliver objectives of: growth, profit, optimal product mix, and pricing & promotions. Working closely with our CEO, you will have the opportunity to accelerate your sales career. Tenacious, self-motivated and proactive individuals looking to grow as sales leaders in CPG are an ideal fit for this role.

Responsibilities:

- Build effective relationships with brokers, customers and internal partners
- Conduct annual planning and ongoing business reviews with broker partners
- Own the “alternative channel” through Vistar, Dot & Misc, including Pantry, Micro Markets, C&U, Vending, Hospitality, Specialty
- Establish yearly & quarterly goals and the corresponding sales support strategies and promotions for the key largest customers to execute on during the year
- Increase sales within existing customers by filling in key voids with top SKUs and introducing our new SKU sets
- Grow sales by pursuing new key business opportunities within the channel
- Negotiate and implement promotional support with new distributors and sales team incentive programs through spiffs along with sales support materials and samples to accelerate account penetration
- Manage relationships and create accountability for performance target for our nationwide broker network



- Leverage key broker and distributor relationships for key customer meetings and follow-ups
- Conduct quarterly and business review with key customers
- Negotiate, approve, and manage broker contracts, including commission schedules and performance standards
- Manage broker relationship for foodservice business. Ensure broker accountability for HQ call and customer penetration, as well as effective trade budget and financial management
- Responsible for sales forecast. Leverage tools and relationship with broker and customers to drive forecast accuracy. Liaison with Finance and Operation teams
- Utilize analytics provided by internal teams (Customer Marketing and Sales) with the ability to prepare and present Customer presentations utilizing available data

Requirements:

- 4-5+ years of CPG selling experience required with snacks background preferred
- Proven ability to gain commitment and proactively build strategic work relationships
- Experience in adapting to business needs of a rapid growth business
- Strong work ethic, professionalism and positive attitude
- Ability to work independently and plan all sales calls
- Result-driven with excellent judgment, interpersonal, verbal and written communication, analytical, and decision making skills
- Good business and financial acumen; proactive thinker
- Ability to travel weekly
- Fluent in Spanish (a plus)

Rip Van Team Perks:

- Competitive compensation package
- Full Health Benefits (Medical, Dental, and Vision) including free membership to OneMedical
- 401k participation
- All of the equipment you'll need to be successful
- A fun, collaborative and fast-paced environment where the best ideas win
- Loaded snack kitchen including Rip van Wafels
- Regular team lunches and outings