



FOODSERVICE CHANNEL LEAD

Location: New York, NY

WHO WE ARE:

Banza is on a mission to make nutritious food more accessible. Our first product, a delicious pasta made from chickpeas, is the fastest growing pasta brand in the country. In just four years we've gone from an idea to a product in 11,000 stores, and today Banza is the #1 pasta brand in Whole Foods and Target and the #1 better-for-you pasta brand in the country. We've been named one of TIME's 25 Best Inventions of the year, appeared on The Today Show and Good Morning America, been in the New York Times, and most importantly, brought a better pasta to millions of happy customers.

YOUR MISSION:

Banza has grown to date through the retail channel with an analytical mindset, a scrappy sales approach, and a passionate team. We want to do the same thing –this time in Foodservice. There's a huge opportunity for Banza to bring a better pasta to cafeterias, QSRs, and neighborhood restaurants around the country. You will manage and execute a strategy to grow Banza in Foodservice, across sales, marketing, product, operations, and analytics. This is being in essence the leader of a new division at Banza.

WHAT YOU'LL DO:

- **Channel Ownership & Strategy:** Develop, test, and refine strategy for where and how to win in foodservice, along with internal leadership and external advisors. Own the P&L for foodservice.
- **Sales & Account Management:** Build the business and create successful case studies. You will be the point of contact and person in charge of selling to everyone from a family restaurant to a national chain.
- **Marketing:** Lead management and coordination of B2B and B2C marketing efforts.
- **Project Management:** Coordinate efforts across the organization to bring the best foodservice products to market. Be the person who moves the ball and keeps everyone accountable.
- **Broker, Distributor & Partner Management:** Rigorously manage and evaluate external culinary and sales partners. Manage distributor relationships and build the network.
- **Analytical Leadership:** Bring an approach strong in quantitative and financial metrics, as well as one that shows a deep understanding of how foodservice works, and how to best position a brand to win long-term.

WHO YOU ARE:

- 5-10+ years of industry experience in foodservice, food, consumer brands, and/or CPG.
- 5+ years of sales and marketing experience. A future business leader/executive with comfort owning a P&L and thinking about multiple kinds of ROI.
- Entrepreneurial. You enjoy the fast pace, relentless competing demands, and opportunity for ownership of growing a channel from nearly the ground up. You've built something from nothing.
- Organized and disciplined. Can design systems and spreadsheets to manage information and create something that can scale.
- A talented communicator with experience managing complex sales cycles and 3rd party teams.
- A trailblazer with a manager's brain, who thrives on a healthy mix of daily process management and big-picture architecture and analysis.
- Up to 25% travel.
- Must love Banza!

HOURS & COMPENSATION

Competitive salary and equity, commensurate with experience

TO APPLY:

Email jobs@eatbanza.com with subject "Application for Foodservice Lead – [your name]" and include your resume, plus a cover letter describing why you want to join Banza and would be a great fit in this role.