



Role: Business Intelligence Analyst – East Coast

Background:

Love Good Fats is a new food company on a mission to help consumers eat better – more good fats, less sugar and they can feel good about it. We're a start-up in hyper growth mode, building a brand and helping consumers to change their lives.

Love Good Fats launched in 2017 and retail success has been amazing with the bar velocities quickly surpassing existing items and becoming some of the top selling items in the natural food bars section.

We're building a high-performance team to continue to drive this success!

Job Brief:

You love analytics, working in a fast-paced and constantly changing environment. As a start-up our revenue is growing at #rocketship speed and we need a business analyst that can help in the creation of sales decks with clearly presented data and an outstanding level of detail.

This is a key role on our sales team, supporting the achievement of today's distribution, revenue and profit goals while assisting in the development of strategies and capabilities critical for success tomorrow.

Responsibilities:

- Support the Sales Team across multiple channels:
 - Prepare data slides for sales calls
 - Provide Promotional Impact Analysis
 - Provide ROI analysis to determine best practices in trade and marketing spend
 - Assist in forecasting based on business needs
 - Tracking Points of Distribution and key sales metrics
- Weekly, monthly, and quarterly scorecard reporting as assigned based on business needs
- Leverage syndicated and POS data to:
 - Drive growth across channels and retailers
 - Gain additional placements and opportunities
 - Provide insights to competitive landscape
 - Report on trends and opportunities
- Manage multiple priorities and projects with outstanding attention to timelines and details



- Manage projects and provide support to team members based on business needs
- Be part of the Tribe

Reports To:

- Director Category Management

Requirements:

- 5 years of experience in an analytical role, preferable within the CPG industry
- Experience working with Nielsen, IRI, SPINS, and retailer portal data
- Experience working with a start-up is beneficial
- Detail oriented and commitment to a high level of accuracy
- Understanding of sales fundamentals
- Experience in thinking and working cross-functionally
- University degree

Desired Behaviors:

- Self-Starter / Follow through: make it happen, be positive, find solutions, don't take no for an answer
- Drive: you like to win and the challenge of doing better tomorrow than you did today
- Collaborative: we're a tribe (full-timers, part-timers, advisors, board) that values working together and sharing to make us smarter, faster
- Adaptable: we're a start-up and we all need to be versatile and open to helping out with what needs to get done
- Leadership: proactive, connect dots, ask questions, inspire- this role will change quickly as we grow quickly – demonstrate capability to rise and grow your leadership and ownership
- Thinking/Problem solving: not worried about "mistakes" – just catch and fix and learn, think on your feet, use analysis and numbers and facts to organize recommendations, draw out key conclusions and make decisions



Leadership – squad & culture

- LGF is developing and investing in a high performing Team. Hands on, get it done, focus forward, plan and KSF/measure everything. Win. Fewer, bigger bets mentality (no spreading the pb). Comfortable with change, pivot. Numbers/analytical. Collaborative – not siloed. Tight group. Open. Happy. Planners/early. Nimble. Opportunistic. Fast. Risk takers. Ownership. Not fearing a “failure” (try, learn, next). Progress not perfection. Basic reporting/comm tools to inform/make decisions and plan. Then pattern of repeat & repeat. Celebrate. Cheer.

Rewards & Recognition:

- Be part of an exciting hyper-growth start-up brand
- Make a difference in peoples lives and how they eat
- Lots of Career growth upside – leadership roles, project leadership