



Role: Southeast US Sales Director

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 sales, the thrill of victory and recognize the importance of relationships. As a start-up our revenue is growing at #rocketship speed and we need a sales leader that can manage our broker partner in the Southeast United States to develop the strategy and execution to achieve today's distribution, revenue and profit goals while developing the strategies and capabilities critical for success tomorrow.

Responsibilities:

- Manage the day-to-day working relationship with our U.S. broker
- Deliver the revenue and profit targets which fuel our growth
- Close our distribution gaps in U.S. retail as we grow from 10k to 25k doors
- Champion sales fundamentals to optimize our in-store performance
- Partner with our broker to execute strong Key Account plans for Q4/ 2019 and develop fast start plans for 2020 delivering against key sales fundamentals objectives
- Own and manage the Customer annual sales and trade budgets including setting targets and tracking monthly, quarterly and annual results
- Be part of the Tribe

Reports To:

Chief Customer Officer

Requirements:

- 8-10 years of experience in CPG categories, ideally including Natural across a range of sales functions: retail territory management, head-office / key account management, trade marketing, category management and sales strategy



- Experience managing a broker partner
- Experience working with a start-up is beneficial
- Strong track-record of success and growth-driving wins
- Superior understanding of sales fundamentals and proven experience leveraging them to drive growth
- Strong understanding of the U.S. retail marketplace and diverse channels
- Experience in thinking and working cross-functionally
- Proven experience building and nurturing relationships
- 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

Please send resumes and cover letter to resume@lovegoodfats.com