

MUSH

Director of Sales, Grocery

MUSH [Mankind's Ultimate Source of Health]: We manufacture, distribute, and market health food products that meet the needs of modern-day consumers. Our first product line of ready-to-eat overnight oats pioneers a new category for the breakfast occasion, offering a healthy, satiating, and incredibly convenient alternative to traditional morning meals. After several years of product iteration and discovery of product-market fit, we are now ready to build a team of leaders who seek to cultivate meaningful relationships in life through meaningful work together.

MUSH is one of the fastest growing natural brands in the country, and this explosive growth requires a dynamic leader for our Grocery Team.

The **Director of Sales, Grocery** will solidify MUSH as the pioneer and category leader of Overnight Oats in grocery. This person will be responsible for crafting the strategic direction of the grocery sales organization and drive execution of all business development activities within this channel. The Director of Sales will hire, onboard, empower, coach and support the Grocery Team. This role requires vision, leadership, cross functional collaboration, and the ability to have tough conversations that are simultaneously firm, thoughtful, and fair.

Our ideal candidate has an interest in building strategy and alignment across functions supporting Conventional, Specialty, and Natural Grocery channels. This person should have a proven track record in sales, distribution, leadership, and strategic growth. It is essential for a candidate to embody a growth mindset, have a bias toward action, and a strong ability to problem solve. This candidate will play a key role in identifying and developing the tools, resources and processes necessary to continue our strong growth trajectory. This person must be organized, a strong communicator, is looking to be part of an exciting, fast-paced, innovative company, and hungry to grow a new brand.

Goals & Planning:

- Become the Overnight Oats category leader through distribution gains and by driving velocity
- Develop and own the Grocery AOP & Trade Spend Budget alongside the VP of Sales
- Collaborate cross functionally to build an execution plan for 2021 and beyond
- Communicate 2021 Grocery vision, goals and execution plan with the leadership team
- Engage cross functional teams to gain buy in and alignment around 2021 game plan
- Work with the VP of Sales, Finance and CEO to establish the organizational roadmap for the Grocery team
- Partner with Marketing to develop strong retail marketing support plans that compliment trade and national programs
- Work with VP of Sales and Finance team to establish pricing structure for 2021 and beyond

Bridge Building:

- Lead the relationship with Grocery Brokerage (Alliance Sales and Marketing)

- Cultivate great relationships throughout the food industry
- Be a leader in the office for all employees; live the company and the sales team values
- Act as an advocate for cross functional teams and build empathy within the Grocery team for cross functional partners

Sales Execution

- Master of price, promotion, place and competition across the country
- Plan and get ahead of the impact one retailer will have on another
- Build the Grocery channel to minimize conflict between grocers and maintain the pricing integrity in Mass, Club, Small Format and Specialty channels.
- Impact planogram, promotion and inventory execution across major chains

Leadership

- Lead, mentor, support, and develop the Grocery Team to improve skills, further career, and deliver company objectives
- Protect Company culture and our way of selling
- Operate from a position of confidence and knowledge
- Know when to influence vs. when to control
- Advocate for the Grocery team internally
- Advocate for our cross functional partners amongst the Grocery Team
- Set the standard for communication with other departments
- Deliver objective, honest, and constructive feedback consistently
- Conduct tough conversations with data and detail and without fear
- Support team members by pinch hitting and strategizing for big meetings
- Do not play politics and do not allow politics to be played on your team

Skills & Qualifications:

- Aligns and lives our values day-in and day-out:
 - **Learning.** We are always learning and seeking to improve ourselves and the world around us. We are curious about possibilities and act to explore them.
 - **Innovating.** We look for new ideas from everywhere and accept that we may be misunderstood for long periods of time.
 - **Taking action.** We have a strong bias for action and value calculated risk-taking.
 - **Being resourceful.** We accomplish more with less. We are frugal and believe that constraints breed creativity.
 - **Demanding excellence.** We have exceedingly high standards that most think are unreasonable. We demand excellence from ourselves and our partners who help us succeed on a regular basis.
 - **Being customer obsessed.** We exist to help our customers feel, think, and do better, and we will do everything in our power to facilitate this.
- Seeks growth, evolution, progress and solutions
- Able to think divergently and convergently
- Positive attitude, a thirst for knowledge, and an excitement for growing our business
- Bachelor's Degree in Marketing or other Business related field

- 6-10 years experience in sales, including national level account management and team development
- Demonstrated achievement and a verifiable network of relationships in the broker and distributor channels within food business
- Experience within consumer packaged goods (CPG) industry
- Experience developing metrics, discipline, and technology that enable managerial rigor and drive accountability
- Strong analytical and organizational skills
- Able to work in a fast-paced environment, effectively manage workload to meet deadlines, while ensuring a high standard of quality
- Self-starter who is extremely result and detail-oriented
- Passion for entrepreneurship
- Desire to excel and grow with the organization
- Creative problem solving abilities
- Highly adaptable and resourceful