



Regional Sales Manager

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.

The **Regional Sales Manager** is focused on initiating new business and developing existing business within a given area. She/he is responsible for driving and delivering sales goals, managing budgets and effectively interacting with MUSH's retailer network. The Regional Sales Manager will work closely with our partners by helping close new business opportunities, developing active business, communicating timely and accurate plans, and creating tools to assist field teams.

Our ideal candidate is a self-starter, a strong collaborator, has great organization and communication skills, can work independently, and is hungry to grow a new brand.

General Functions + Job Responsibilities:

- Create, build and maintain strategic partnerships with retailers, distributors, and brokers in order to grow MUSH across grocery and other retail channels.
- Conceptualize and apply a sales strategy to target key markets and establish a dominant presence in the region; Develop and execute promotional programs and activities with key partners
- Collaborate with distributors, retailers and brokers to improve MUSH's positioning and placement
- Build relationships, influence, and train assigned distributors and brokers
- Cultivate great relationships throughout the food industry and region
- Manage sales forecasts and budgets to achieve established goals to deliver profitable growth for assigned region
- Keep abreast and report on products, category, innovation, market conditions, competitive activities, advertising and promotional trends
- Partner with marketing on developing retailer and/or region-specific initiatives
- Identify opportunities to improve customer support, including supply chain efficiencies
- Maintain excellent customer and MUSH employee interdepartmental rapport
- Work closely with other Regional Managers to ensure that best practices and mistakes are shared openly and consistently

Sales Execution-

- Prepare for and execute regional headquarter calls
- Execute strategic sales plan developed by VP of Sales
- Sell and manage to revenue and promotional trade spend budget

- Collaborate with VP of Sales and Finance Team on promotion planning, trade management and post-promotional analysis to increase effectiveness
- Lead store level sales execution for all designated retail chains within region leveraging merchandising teams and internal support
- Work with Finance Team to resolve unauthorized deductions and chargebacks
- Execute new items during product launch periods
- Collaborate with Sales Analyst to bring relevant and timely data to our retail and vendor partners
- Expand the business by securing new doors, added SKUs and merchandising programs
- Actively participate in trade shows and customer shows

Communication & Collaboration

- Develop sales playbook with VP of Sales and Sales Planning team for key retailers within the region
- Communicate with Supply Chain and Finances teams about important, needle-moving programs
- Provide thoughtful insight into pricing structure within the region
- Anticipate retailer response to changes in MUSH pricing and distribution
- Proactively communicate with Supply Chain and Finance teams to stay ahead of programs that create executional challenges
- Collaborate with the VP of Sales and Marketing team to prioritize retailers for new items
- Identify and communicate merchandising and shopper marketing programs to VP of Sales and Director of Marketing

Skills & Qualifications:

- Aligns and lives our values day-in and day-out
 - **Humble**- honest, transparent, empathetic, accountable,
 - reliable, beginner's mind, high integrity
 - **Hungry**- hard working, persistent, winner, competitive with
 - self, faces fear and failure, doer
 - **Adaptable**- curious, common sense, learner, flexible, aware
- Positive attitude, a thirst for knowledge, and an excitement for growing our business
- Comfortable working in a fast-paced, fluid and ambiguous environment
- Is highly organized and can effectively manage workload/deadlines without compromising quality
- High level of resourcefulness and critical thinking skills
- Seeks growth: is highly adaptable, coachable, and has a beginner's mindset
- Bachelor's Degree in related field
- Reside in New York, Philadelphia, Boston, Baltimore, DC, Atlanta or Miami--must live near major airport
- 5-6 years' experience, and a proven track record, in retail sales and merchandising in the food industry
- Currently working as a Regional Sales Manager or equivalent position within the retail food class of trade
- Knowledge of the natural/organic industry and familiarity with distributor and retailer base
- Leadership skills and competencies for advancement within the company
- Excellent communication skills with external customers, peers, supervisors, and internal supporting departments
- Proven integrity in life/employment and honesty in dealings with others
- Established relationships with distributor and retailer customer base
- Experience in sales and expense budgeting and management to budget

- Broker management experience
- Has a car and is excited to drive throughout region
- Ability to travel for trade shows, sales calls, and meetings - approximately 50% of time
- Has a home office and can work remotely and independently
- Experience and proficiency with Microsoft Office programs
- Occasional and event related weekend work is required

State Coverage:

ME, NH, MA, RI, CT, NY, PA, NJ, DE, MD, VA, WV, NC, SC, GA, FL