



# *Old World Industries*

## **Regional Sales Manager**

DEPARTMENT: **Old World Enterprise Group**

REPORTS TO: **Vice-President Sales**

**POSITION PURPOSE:** Build and manage regional sales organization to support “Better For You Foods” enterprises (i.e. Bare Fruit Snacks, Sunkist Refrigerated Fresh Cut Fruit, etc.). Direct campaigns to secure sales in selected territories and channels to realize full market potential of customers and to establish product line acceptance. Supervise brokers (Acosta, 3 Presence/Dynamic Presence) and sales representatives in and personally promote and secure new major and important accounts.

### **DUTIES, TASKS AND RESPONSIBILITIES:**

- Perform duties necessary to manage OWEG regional sales.
- Supervise Acosta broker teams.
- Responsible to sell acceptable levels of Sunkist Premium Sweet and other assigned product groups.
- Supervise a separate group of 3 Presence / Dynamic Presence brokers to sell Bare Fruit Snacks.
- Screen, select and evaluate independent food brokers.
- Help define a “customer contact management” strategy.
- Build a sales and sales promotion plan for all channels (natural food, grocery, convenience, club, vending, foodservice and school)
- Evaluate and upgrade independent broker network to provide effective national coverage
- Build account specific sales strategies
- Assist in the preparation of the annual regional sales forecast.
- Participate with senior management in forming overall marketing plans
- Perform other related duties as assigned

### **SKILLS, KNOWLEDGE AND ABILITIES:**

- Bachelor degree (marketing, sales, etc.) or equivalent experience.
- 5-10 years consumer product prepackaged food industry with a proven track record interfacing with all channels (natural food, grocery, convenience, club, vending, foodservice and school)
- At least 3 years broker management experience (Acosta / NS Sales a plus) preferred.
- Experience launching new products, current knowledge of food trends, dynamics of changing grocery trade (specifically product and perimeter store merchandising / marketing) preferred.
- Must be entrepreneurial, creative, passionate and motivated.
- Ability to travel 80%+
- Good proactive interpersonal, written, verbal communication and team skills.
- Ability to work individually and as part of a team