



## **JOB DESCRIPTION: Sales Manager**

In 2011, two amateur beer brewing college students noticed that they had massive amounts of nutritious and tasty grain left over from the beer making process – they soon started ReGrained to help eliminate waste within the food system and end hunger powered by “Edible Upcycling.”

ReGrained has come a long way since their inception. They are an ingredient platform with ready-to-eat CPG items for sale. The first market entry was in the form of snack bars fortified with functional natural inclusions like Ginseng, Coffee Flour and Manuka Honey. ReGrained was also the first to market with a backyard compostable bar wrapper. The founders were named 30 under 30 in Forbes and have emerged as thought leaders in the space. That plus articles in Huffington Post, Fortune, Fast Company, calls out as “trending” by New Hope, Nosh, SPINS and so much more have generated over hundreds of millions hits and created a massive audience that they are mobilizing into a movement.

The Sales Manager will build collaborative relationships throughout the value chain, make sales and drive brand excitement and awareness with customers, partners and influencers. The Sales Manager will be the primary lead generating direct independent and chain account sales to build velocity, increase brand awareness and generate trial. This individual will have direct sales quotas and performance objectives. In addition to direct sales, The Sales Manager will be working with our distribution and brokerage partners to generate sales volume by adding rooftops in various channels including: Specialty, Natural, Grocery, Convenience, Sporting, Food Service/Corporate, Drug, Mass and other channels.

### **DUTIES\*:**

- Communicate company mission and stoke the world on ReGrained
- Embrace fast paced entrepreneurial hustle, building the business in all classes of trade
- Aggressively pursue, close, and activate new opportunities for sales distribution
- Ensure brand development and awareness within the marketplace
- Develop and maintain effective customer, distributor, broker, and broader stakeholder relationships
- Build, execute, and track against account specific customer success plans, including but not limited to demo programs, promotional calendars, shelf/display merchandising
- Be ears on the ground for value added event and other local marketing opportunities
- Be responsible for ReGrained’s growth according to the company’s monthly, quarterly, and yearly sales plans
- Accurately and consistently forecast short and long-term numbers

- Align with marketing team for increased brand awareness and pull-through
- Work with management to recruit, select, and direct sales staff in meeting or exceeding corporate sales goals
- Fill out onboarding paperwork

#### **JOB REQUIREMENTS:**

- Passion for ReGrained's mission and interest in helping the company create a more sustainable, prosperous, and just food system
- Desire to innovate and put creativity in action in building a unique company
- Must be a self-starter committed to excellence and high standards and an ability to manage competing priorities
- Plays well with others in a dynamic, fun, fast-paced environment
- Positively contribute to company culture
- Ability to take initiative and prioritize tasks; good time-management, organizational, problem-prevention and problem-solving skills
- 5+ years of direct sales experience, preferably in the food and beverage industry, with track record of success for building/executing sales plans
- Understand negotiating tactics and variations within channels
- Outgoing personality, strong written and verbal communication, interpersonal, and leadership skills
- Confident in leading a team and setting an example of expectations
- Excellent computer skills. Must be able to work with spreadsheets and write concise proposals for customers and prospects
- Appetite for learning and desire to continue sales and industry training to maintain current awareness of products and industry trends
- Willing to travel
- Not afraid to get their hands dirty
- Common sense

#### **COMPENSATION:**

- Base salary ranges depending on experience + eligibility for commissions/bonus if sales goals/strategic objectives are met
- Equity compensation available
- Paid vacation, Company holidays
- Travel and expense
- We prefer to promote from within--loyalty and longevity with the company are greatly valued and rewarded

#### **APPLICATION PROCESS:**

Please email your resume & a brief note to [info@regrained.com](mailto:info@regrained.com)

\*This job posting is intended to describe the general requirements for the performance of this job. It is not a complete statement of duties, responsibilities or requirements.