

Director of Sales – FDMC – Boise Idaho

CytoSport, Inc.

About the Company:

As a leading provider of premium protein products in the sports nutrition category, CytoSport serves the needs of elite athletes, active lifestylists and weekend warriors with a wide-range of innovative protein-enhanced solutions that taste great and appeal to evolving consumer demands. We are a trusted partner with storied collegiate athletic programs, world-class professional athletes, and elite training facilities. All CytoSport, Inc. powder products are NSF Certified for [®] ensuring their safety and freedom of banned substances. Muscle Milk(R) products are the #1 brand in the ready-to-drink protein beverage category.

Summary:

Lead the sale of CytoSport products with a defined set of customers and in a geographical area which would include: Albertson's/Safeway, Stater Bros., Smart & Final, Savemart, Ralley's, Associated Food Stores, Winco, and Unified Western Grocers . Products would include powders, ready to drink take home, and bars. These products are primarily sold direct and stock in the health and wellness section of the store. Achieve DSMP's (Distribution, Shelving, Merchandising, and Pricing) that align with the organizations strategies to achieve assigned AOP goals. It will be necessary for this position to lead and direct a broker sales force, as well as develop strong direct customer relationships, to insure implementation and desired results

Essential Functions:

- Deliver Gross Dollar Annual Operating Plan
 - Develop and implement annual plans for all planning accounts
 - Achieve new item distribution targets
 - Increase ACV levels
 - Improve and increase merchandising
 - Develop and maintain retail pricing at optimum levels
- Manage overall spending/expenses within budget
 - Manage trade spending within budget
 - Manage sales expenses within budget
 - Improve trade efficiency and effectiveness
 - Manage accounts receivable balance to acceptable levels
- Develop and maintain strong business relationships
 - Develop business relationships with brokers to insure execution of plan and feedback from the field
 - Train brokers in the area of CytoSport products and sports nutrition
 - Develop business relationships with all key customers and be seen as expert in both CytoSport products, category, and sports nutrition
 - Facilitate relationships that will provide CytoSport the opportunity for category captainship with focus and targeted customers
- Communication/Process
 - Provide accurate forecast on a quarterly basis as well as when any significant changes in the business occur
 - Provide key changes and insights to the market and customers to leadership team, BPS, and marketing
 - Maintain Seibel trade deals so they remain updated and arcuate at all times

- Review and approve claims on regular basis
- Maintain all reporting including sales expense within guidelines and a timely basis

Knowledge/Skills:

- Food, Drug, and Mass retail experience required.
- Broker Management experience preferred.
- Analytical experience required.
- People management experience preferred.
- Retail account management experience preferred.
- Exposure to retail marketing preferred.
- Building relationships and selling.
- Collaboration.
- Communications and information management.
- Distributor business knowledge.
- Managing and analyzing sales data; trade/business math.
- Planning and acting strategically.
- This individual prioritizes and plans work activities, uses time efficiently and develops realistic action plans.

Education/Experience:

- Bachelor Degree.
- In-depth knowledge of FDNC industry.
- Must be proficient in Microsoft Excel and PowerPoint.
- Distributor and Supplier experience required
- +5 years, outstanding sales experience and track record in Consumer Goods industry

Financial Responsibilities:

Insure compliance to expense policies and management of any incremental budget.

Reporting Relationships:

The Director of Sales reports directly to the VP of Sales FDNC

CytoSport Inc., is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, gender, gender orientation, gender identity, national origin, disability, or veteran status.