



## THE YERBA MATE CO.

A SUBSIDIARY OF GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.

### JOB DESCRIPTION

**Job Title:** Director of Sales – West Region  
**Department:** Sales  
**Reports To:** Vice President of Sales  
**FLSA Status:** Salary exempt

**SUMMARY:** Responsible for driving sales across multiple channels, including Natural, Grocery, Convenience, Drug & Mass in Western region of U.S. (CA, NW, AZ, CO, UT, NM, HI, TX).

#### **DUTIES AND RESPONSIBILITIES:**

The following reflects management's view of essential functions for this position. Management may assign or reassign duties and responsibilities to this job as required.

- Develop & execute strategic sales/distribution plans with customers in the region to drive market share and revenue growth
- Hire, train, coach and mentor Key Account Managers
- Embody the Guayaki Mission, Vision and Values
- Build & maintain strong relationships with all Guayaki retail partners
- Prepare fact-based business reviews and sales presentations for customer meetings by leveraging all available data sources (syndicated, account level, etc.)
- Analyze internal sales reports, syndicated data & category insights to identify opportunities and make strategic business decisions
- Work closely with our direct store delivery teams to ensure execution of new distribution and promotional activity
- Work with the sales leadership team to build an annual sales plan and provide monthly updates on progress against the plan
- Execute against national and regional chain mandates and authorizations in conjunction with The Yerba Mate Co. and distributor partners
- Thorough knowledge of sales, marketing, planning, business analytics; ability to develop a strategic vision and build tactical plans
- Performs other duties as assigned by management

#### **QUALIFICATIONS and REQUIREMENTS:**

- Minimum of 5 – 7 + years of related Key Account experience, people management, established relationships with key customer key decision makers; a working knowledge of DSD (direct store delivery) beverage experience is ideal
- Proven and successful sales management track record within the beer and/or CPG space

- Established relationships with our retail partners in CA, NW, AZ, Inner Mt states and TX.
- Must be an analytical thinker and data-driven; strong data analysis skills and experience working with relevant data
- Start-Up Experience a plus
- Proficient in MS Office
- Excellent communication skills with external customers, peers, supervisors, and internal supporting departments
- Commitment to Guayaki's values of justice, equity, diversity, and inclusion (JEDI)
- Must be able to speak, read, write, and understand the primary language(s) used in the work environment
- Frequent travel in assigned region
- Must be insurable by the company's automobile insurance carrier

*Guayaki and The Yerba Mate Co. are committed to equitable prosperity and dignity for all people. We value a diverse workforce and believe it enhances our culture while fostering better decision making. We recruit, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law.*