



THE YERBA MATE CO.

A SUBSIDIARY OF GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.

JOB DESCRIPTION

Job Title: Key Account Manager – West (Northern CA and Northwest)
Department: Sales
Reports To: Senior Director of Sales - West
FLSA Status: Salary exempt

SUMMARY: Responsible for driving sales across multiple channels, including Natural, Grocery, Convenience, Drug & Mass in northern California and Northwest region of U.S.

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 assigned areas 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.)
- 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 3 - 5 + 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
- Demonstrated proven success in sales and account management growth in a customer / consumer facing business
- Ability to develop and implement customer plans that deliver results
- The ability to thrive in a highly competitive field sales environment

- Must be able to work independently and be able to travel up to 40%
- Must have a reliable vehicle and smart phone
- 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.