

Annie's, Inc.
Division Sales Manager, Club & Emerging Channels – West Coast

Located in Berkeley, California, Annie's, Inc. holds the Natural/Organic leadership position across brand banners Annie's Homegrown (macaroni & cheese/pasta entrees, crackers, cookies, cereal, fruit snacks) and Annie's Naturals (dressings, condiments, bbq sauce, gourmet olive oils). The company has a long tradition of social and corporate responsibility, and believes in the importance of sustainable farming practices that respect the earth and its inhabitants. Annie's products are distributed across channels including grocery, natural, mass merchandisers and club stores.

The Position

Annie's Inc. is seeking a dynamic Sales Manager to develop its growing business in Club and Emerging channels. This role requires an entrepreneurial spirit, the ability to develop and manage broker and distributor networks, and drive to create a new channel of business. All business activities must be done in a way that underscores the social mission of Annie's brands. SF Bay Area or West Coast applicants can submit resumes with salary requirements to jobs@annies.com.

Essential Responsibilities:

- Maintain and expand Annie's brand distribution in Costco Wholesale Club. Region responsibility includes West Coast, Mexico, and Western Canada
- Establish Annie's brand distribution across multiple emerging markets (Education, Tourism, Specialty Retailers, Drug, and Vending)
- Develop annual customer business plans aligned to brand strategy within both fiscal and operational objectives
- Direct and monitor all aspects of trade promotion to ensure maximum impact
- Develop when needed the appropriate broker and distributor networks and manage these networks for full effect
- Develop strategic customer relationships
- Consult the management team on channel specific new product development

The Candidate

The ideal candidate will have successful sales experience with Costco, Food Service, Specialty Retailers and National Grocery Accounts. Past experience in team leadership, budget management, business planning and channel specific product development is desired.

The Division Sales Manager – Club and Emerging Channels will demonstrate leadership, flexibility, diplomacy, and facilitation skills in working with all team members and external partners. Excellent communication and presentation skills (written and verbal) are essential in this role.

Education & Experience

- BA/BS preferred
- 5-7 years of CPG sales experience.
- Strong analytical skills related to business planning and broker management.
- Experience selling to Costco, food service distributors, national accounts, and education systems preferred
- Ability to develop strategic business plans related to product and Route-To-Market development

Functional Requirements

- Strong strategic skills with experience in annual business planning.
- Strong analytical skills: syndicated data analysis (IRI & Spins) and budget management.
- Financial skill set to adequately evaluate opportunities for both volume and profit
- Strong PC skills including MS Office.
- Very strong team player, ability to work with cross-functional teams to get results.
- Passion for natural and organic products.
- Ability to travel up to 50%.

Position Location

Corporate office in Berkeley. Home office is an option, West coast preferred.

Compensation & Rewards

A competitive compensation and benefits package is offered, including profit-sharing, 401(k) with company match, and comprehensive insurance coverage. Annie's, Inc. offers a professional working environment that promotes teamwork, creativity, and supports individual growth. We look forward to your submission.