



POSITION: Regional Sales Manager

THE COMPANY: [Estancia Beef](#) sells the highest quality grass-fed beef on the market and is expanding distribution across the US. Consumer demand for truly natural, grass-fed beef is growing quickly and Estancia leads the category. The beef is sold into the top restaurants in the Western US alongside high quality retailers and specialty accounts. Estancia Beef truly is natural: It is produced without the use of feed-lots, growth-promoting antibiotics or hormones. Grass-fed beef has well-documented health benefits and Estancia sets the gold standard for center of the plate quality. Estancia works with a cooperative of 140 ranches in Uruguay following strict protocols and the company is currently developing complementary US production to supply 50% of company sales. Consumer interests, health trends and global beef pricing are all perfectly positioned for Estancia's success and we expect to grow to \$50 million in sales over the next 5 years.

Sales managers at Estancia build regional businesses by converting new retail and restaurant accounts; additionally the person is responsible for managing them successfully. The manager must work closely with chefs and buyers to ensure customer satisfaction and product fit. The manager must also help develop business through new and existing partnerships like distributors, brokers or affiliate programs. The success and growth of the region sit firmly on their shoulders. Beyond sales and distribution, the manager helps manage local marketing efforts, planned events, distribution and logistics, pricing and all aspects of the regional business.

DELIVERABLES:

- Open and manage the region with a deep commitment to success and the desire to help build a world-class brand.
- Convert new retail and foodservice accounts by working closely with chefs, buyers and distribution partners. Target 25 new accounts per week, including: 40% in retail, 40% restaurants and 20% in alternative sales channels.
- Successfully generate and manage new opportunities, customers, distribution partners, and operations and record all activity in salesforce.
- Refine the market strategy to achieve the budgeted sales goals for the region.
- Support sales efforts by overseeing and promoting the brand through trade marketing, key accounts and local public relations.

QUALIFICATIONS:

- A history of relentless pursuit of success, sometimes under difficult odds, and the commitment to do it for Estancia.
- Experience successfully managing or opening a region for a sales and marketing organization.
- Proven experience in sales or business management in the food industry or a similar consumer product industry.
- Strong understanding of pricing and margins, logistics and customer development.
- Technologically aware, with experience in sales processes, sales plans, performance indicators and contact management systems.
- Desire to build a strong customer base with small restaurants on the street to marketing and purchasing executives at large companies.
- Aligned with and excited by the Estancia mission and core values.

We are a committed and energetic group with a great vision for Estancia. Please email your resume and cover letter to: careers@estanciabeef.com.