

## Director Of Sales, Natural & West Conventional



### Who We Are

REBBL was lovingly crafted to inspire the world to drink differently, with clean ingredients and real functionality, and to support a future without exploitation of at-risk people and the planet – a rebellious approach to creating delicious, authentic nourishment.

Our goal is to consciously grow a performance-driven, best in class team that shares our REBBL-hearted values:

We care about our team, community and environment. We champion and celebrate justice, equity, diversity and inclusion, embodying a spirit of warmth and belonging where everyone is welcome.

We communicate honestly and transparently, building trust and having fun.

We collaborate and encourage creativity and innovation to surprise and delight our consumers and customers.

As owners, we hold ourselves accountable for driving results. Our behavior reflects our scrappiness, our passion for winning and our ability to do more with less.

### Commitment to Impact

Based out of Emeryville, California, REBBL was founded to create an innovative business solution to help communities vulnerable to human trafficking. REBBL has donated over \$2 million to Not For Sale, our co-founder and nonprofit partner, to help create a future without human trafficking and support the healing of those who have been trafficked. We are deeply committed to supporting human dignity through impact sourcing and supply chain integrity. Through initiatives with our grower communities, we strive to stop trafficking before it starts.

REBBL is not only a Certified B Corp, but in the top 10% of all B Corps. Our coffee and tea are Fair Trade certified. We are founding members of OSC2 (One Step Closer to an Organic Sustainable Community), Climate Collaborative and JEDI (Justice, Equity, Diversity, Inclusion) Collaborative. For more information on REBBL's impact initiatives, see our Impact Report (2018) and documentary REBBL With A Cause.

## Who You Are

- A results-focused sales leader
- Experienced in all aspects of CPG account management, including store and buying office dynamics
- An excellent people manager and coach. Able to get the highest productivity from each team member while holding them accountable for established results
- A leader who can recognize areas and strength and opportunity for each team member and provides training and development to ensure they are successful in their roles
- Able to demonstrate exceptional organizational skills, with the ability to meet communicated schedules & deadlines
- Able to work on diverse teams or with a diverse range of people effectively
- Dedicated to bringing a creative & curious approach to problem solving & troubleshooting while challenging the status quo
- Able to communicate clearly and thoughtfully internally (with REBBL team members) and externally (vendors & clients)
- Dedicated to the mission of REBBL and passionate about sustainability, people, the planet and making a difference
- A Team Player; A great listener and communicator
- Curious and Creative- always bringing a creative, optimistic approach to challenges

## What We're Looking For

As we continue to expand, we are seeking a **Director Of Sales** to join our team in a full-time, salaried role based. This position will report to the **SVP of Sales** and will be a senior leader of the REBBL & Chameleon sales organization

## Key Role Responsibilities

- Senior sales leader accountable for regional account and division office business development and results across the country
- Deliver annual plan and KPIs for each account managed by the field sales organization
- Ensure the delivery of the annual trade spend budget for the customer base
- Direct management responsibilities of the regional customer management team to include hiring, training, coaching and development
- Ability to lead and manage multiple initiatives at the same time
- Establish the national broker and merchandiser network to include contract negotiations, commission setting, annual planning and KPI scorecarding
- Create incentive programs, promotional programs, and innovative sales strategies and monitor and evaluate impact
- Senior sales leader engagement across departments and functions
- Other duties reasonably accommodating to the role as assigned

## Required Qualifications

- Experience in leading national and large regional customers at the HQ buying level

- Senior level management experience with large regional customers and division offices of national accounts
- Proven track record of delivering annual growth and KPI achievement with large account base
- Strength in assessing situations, making challenging decisions and holding team members accountable for results
- Skilled at using data and fact-based solutions to drive customer growth and engagement
- Responsible, self-motivated, dependable, and engaging
- Strong written and oral communication skills and experience with Microsoft Office Suite, Power point, Excel and Google Docs preferred
- Bachelor's degree preferred

### **Job Specifics**

- Full-time, salaried position
- 40+ hours per week, medical, dental, vision benefits & wellness program
- Ability to be on the road, lift 25-50lbs, have a valid drivers license and have a dependable vehicle
- Ability to plan and organize (frequently changing) schedule according to travel, planning & sales priorities
- Occasional overnight travel required for customer meetings, trade shows, and market initiatives
- Exceptional leadership experience with the ability to lead and influence team members

### **Benefits**

- Competitive salary and bonus
- Equity potential
- Medical, Dental, Vision plan
- 401k Retirement plan
- 9 Company Paid Holidays and 2 Floating Holidays
- 18 days of Paid time off to start and up to 25 days over time
- Health and Wellness Benefit programs

Please submit resume and cover letter to Renee Starow; [renees@rebbl.co](mailto:renees@rebbl.co), with the subject line "(Your Name) – "Director of Sales"