

Regional Sales Manager, Northeast & MA 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.

What We're Looking For

As we continue to expand, we are seeking a **Regional Sales Manager, Northeast & MA Conventional** to join our team in a full-time, salaried role based. This position will report to the **Director of Sales** & the candidate will reside in the greater Los Angeles Metropolitan Area.

Who You Are

- A results-focused sales leader
- Experienced in all aspects of CPG account management, including store and buying office dynamics
- 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

Key Role Responsibilities

- Ability to represent REBBL and Chameleon Cold Brew product lines for all Regional Key Accounts and Division Office buyer calls
- Deliver annual plan and KPIs for each account in the Northeast & MA marketplace
- Effectively manage the annual trade spend budget for each customer
- Build monthly calendar of customer calls and report call objectives prior to meeting on pre-call template and post-call results on finalized call report
- Ability to lead and manage multiple initiatives at the same time
- Owns retail execution in the market for all channels of business
- Effectively build and manage partnerships with mainline and DSD Distributors, Brokers, Merchandisers, Retailers and Team REBBL
- Create incentive programs, promotional programs, and innovative sales strategies and monitor and evaluate impact
- Effectively train, coach, manage and mentor 3rd party sales representatives, brokers, distributor reps and merchandisers
- Acquire New Retailers and business relationships through collaboration and connectivity
- Increase Velocity in Key Chain accounts through innovative promotions and efficient spending
- Ability to utilize syndicated data, identify opportunities and challenges, while helping to reach company sales goals and targets
- Optimize SKU availability and sets in key retailers while minimizing voids in all accounts
- Additional duties as reasonably required of this role assigned

Required Qualifications

- Experience in managing regional customers and division offices of major accounts across channels
- Proven track record of running sales programs and effectively managing teams and budgets
- 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
- Ability to guide and manage multiple initiatives and customers at the same time
- Bachelor's degree preferred

Job Specifics

- Full-time, salaried position, must be located in the greater Northeastern region of the US
- 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, with the subject line "(Your Name) – "Regional Account Manager – Southern California"