



**Position:**

East Coast Sales Manager

**Location:**

The East Coast Sales Manager position will be located in our company headquarters in New York City but will be required to travel within the territory (35%-45%) to support sales objectives.

**About siggi's:**

Founded in 2005, we are an entrepreneurial company with a very dedicated and growing team. We sell rather delicious, cultured dairy products (with a fairly low sugar content) to leading retailers nationwide like Whole Foods Market, Wegmans, A&P, Wakefern, Ahold, The Fresh Market and HEB. Please visit [www.skyr.com](http://www.skyr.com) to learn more about us.

**East Coast Sales Manager Role & Responsibilities:**

As one of the fastest growing all-natural dairy brands in the yogurt category, we are looking for a strong individual with an entrepreneurial spirit that can work and adapt to a dynamic environment. This position will report to and work closely with the National Director of Sales. The ideal candidate should have 3-6 years of consumer packaged goods experience.

**Responsibilities:**

- Successfully implement and manage the 4 sales fundamentals of merchandising, assortment, pricing and shelving.
- Analyze data, including syndicated (IRI/Nielsen/SPINS), retailer POS, and shipment information, to understand and improve sales performance. Create monthly sales reports and presentations analyzing performance and benchmarking against plan and competitors. Presentations will be made to internal teams, as well as retail and distribution partners.
- Monitor the marketplace for competitive market activity; suggest and implement responses as needed.
- Manage current broker and DSD network.
- Strategically assess the marketplace. Prioritize, sell-in and close distribution opportunities and gaps.

- Participate in national and regional trade shows.
- Work closely with National Sales Director and Customer Finance Manager in the ongoing management and evaluation of trade spending efficiency.
- Build strong relationships with key retail and distribution personnel across the territory.
- Participate in the preparation and implementation of the annual business plan.
- Ensure both the profitability of accounts and the timely, appropriate and accurate handling of all financial matters (payments, deductions, etc).

**Required Skills:**

- Excellent communication and presentation skills.
- Knowledge of retail techniques, merchandising and displays.
- Understanding of sales channels and trade marketing.
- Strong quantitative skills and ability to work with and analyze third-party retail data, such as IRI and Spins.
- Solid working knowledge of computers; Microsoft Word, Excel, PowerPoint etc.
- Leadership skills, creativity, energy and enthusiasm.
- Bachelor's degree.

Competitive compensation commensurate with experience plus health benefits. The position is based out of our New York City office.

Qualified candidates who wish to be considered should send their résumé to [jobs@skyr.com](mailto:jobs@skyr.com)