



SALES MANAGER, FOOD SERVICE – Valio USA is looking for a Sales Manager with experience and expertise in Food Service. This role is responsible for developing profitable growth in Food Service customers via active broker and distributor partnerships and by creating excellent customer experience. The ideal candidate will understand key insights and business drivers for Food Service customers. The Sales Manager must build strong customer relationships and chart future growth for Valio USA’s business, by growing plant-based categories for Oddlygood as well as Valio USA’s dairy portfolio. We are looking for a candidate with an entrepreneurial spirit and the ability to work in close collaboration with Valio USA colleagues in other functions. The Sales Manager is expected to achieve both short-term and long-term business goals in a highly competitive and developing environment. In this role, you will contribute and direct strategic actions that will benefit at total company’s long-term growth. The Sales Manager, Food Service will report to Head of Food Service.

MAIN RESPONSIBILITIES (not limited to):

- Lead Food Service sales and business opportunities and build profitable growth through increased distribution in the US, especially in West coast.
- Develop and implement strategic selling plans and objectives including volume/profits targets and KPIs
- Build close collaboration with Food Service customers, brokers and distributors
- Utilize data, analytics and consumer/competitor insights to monitor competitive situation and to identify Food Service growth opportunities
- Manage Food Service channel sales and profitability, including budgeting and monthly estimates and efficient trade spend
- Work closely with business development, finance and supply chain colleagues to ensure effective execution
- Communicate openly and effectively with all key counterparts: customers, brokers, distributors, colleagues
- Operate effectively in an international setting and collaborate with key stake holders in Finland

SKILLS AND EXPERIENCE:

- Bachelor’s degree, Master’s degree preferred in a relevant field
- Excellent business and sales negotiation skills
- 10+ years of experience in Food Service sales and broker network
- National account chain and local multi-unit chain sales prior experience
- Proven track record on building profitable growth
- Experience in managing P&L and implementing sales strategy at grass root level





- Excellence in execution, and closing the negotiations with win-win outcome
- Effective communication skills and ability to communicate with a variety of stake holders
- Excellent interpersonal skills and ability to influence and engage different parties in solution generation
- Time Management and self-discipline: ability to execute against set objectives
- Domestic and international travel 25 - 35%
- Passion for Food

VALIO USA, INC. – producer of Finlandia Cheese and butter, is a subsidiary of Valio Ltd., the largest and most innovative dairy co-operative in Finland. Our mission is to deliver the best tasting and award-winning cheese and butter products that are crafted with pure, natural and high-quality ingredients. We are a small team doing big things. We are proud to be a part of several international subsidiaries of Valio Ltd., and share over 110 years of experience and passion. Please visit us at www.valio.com/us for additional information.

Send resume to: Recruiting@Valio.com

AAP/EEO Employer

