



3448 Brighton Blvd  
Denver, CO 80216  
1-855-EAT-LOVE

[lovegrown.com](http://lovegrown.com)

## **Director of Sales**

Full-Time Position

**Empower. Inspire. Love.**

**Love Grown is an exciting and innovative food company, based in Denver, CO.**

**We are revolutionizing what we eat for breakfast.**

**SUMMARY:** The Director of Sales will be a key member of the team and an important part in building the Love Grown brand. You will be responsible for directing and managing all sales operations. You will establish and cultivate key relationships with head buyers and sales planners, while building and managing the Love Grown sales team, broker networks, and distributors. You will work cross functionally with the marketing, finance, and operations teams in strategic planning and execution. Responsibilities will also include managing trade promotions and creating detailed plans for new product launches. You will be responsible to develop and manage a budget and time frame, while tracking the success of sales and promotional efforts to maximize ROI.

**REPORTING TO:** CEO

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Build, develop, and track sales forecast
- Manage the overall sales process and team
- Responsible for hiring, directing, training sales team members
- Responsible for implementing sales incentive programs
- Ability to build key customer relationships and implement strategies for expanding the customer base
- Manage all national accounts and broker networks
- Ensure promotions are executed according to promotional calendar
- Utilizing data to develop and implement sales strategy
- Improve the marketability of product line via shelf placement and cross merchandising opportunities
- Ability to work in a high growth, high stress environment
- Use daily reports to track promotional spend, slotting, turn-over reports, and special projects
- Assume additional responsibilities as required

### **REQUIRED QUALIFICATIONS:**

- BS/BA degree from an accredited college or university
- Excellent leadership skills
- 7+ years of sales experience (minimum of 3 years of sales experience in CPG/food)
- Personable, and passionate for our brand
- High sense of urgency and responsiveness, with the ability to achieve priorities while multitasking
- Proficient with Microsoft Office Suite
- Outstanding verbal and written communication



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- Must be organized, detailed oriented, and have the ability to work independently and in a team environment
- Outside the box thinker who is proactive and seeks out new opportunities
- The desire to be a part of an entrepreneurial organization
- High level of professionalism

**DESIRED QUALIFICATIONS AND EXPERIENCE:**

- Experience in cereal and snacks
- Experience in Club environment
- Experience with Canadian retailers
- Strong personal interest in health and nutrition
- Eager to develop new systems and improve existing processes

**TO APPLY:** Please send resume and a statement of interest to [careers@lovegrown.com](mailto:careers@lovegrown.com) with "DIRECTOR of SALES" as the subject.