



Bay State Milling Job Description

Job Title: Technical Business Development Manager
Department: VSBU Commercial
Reports to: Vice President of Varietal Solutions Growth
Location: Quincy, MA; Minneapolis, MN; or remote (within 30 miles of major metro airport)
FLSA Status: Salaried Exempt
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SUMMARY:

The Varietal Solutions Business Unit (VSBU) at Bay State Milling is a recently formed division tasked with commercializing identity-preserved, nutrient-dense and functional versions of plant-based ingredients. The BU has a formative strategic role within Bay State Milling to build new capabilities and approaches for creating demand of specialty ingredients—including nutrition science, consumer insights, branding, and breeding. As such, much of what the VSBU undertakes is pioneering to generate awareness for these category-defining new offerings. In short, the VSBU is creating and scaling ingredients today that will power the next generation of healthier consumer products tomorrow. One such ingredient is the major focus of this role, HealthSense high fiber wheat flour, derived from a unique variety of wheat.

[HealthSense® High Fiber Wheat Flour - Bay State Milling](#)

As a critical member of the VSBU Commercial team, the Technical Business Development Manager is primarily responsible for generating new business opportunities for HealthSense high fiber wheat flour. A key feature of this role is the ability to effectively identify and cultivate new sales opportunities by leveraging his/her substantive technical knowledge and network in specialty ingredients and/or wheat-based foods. This is a highly visible and dynamic position, responsible for driving growth of the VSBU product lines and accountable for delivering results. As such, a portion of the compensation for this role is variable and tied to performance.

This role will be a member of the VSBU commercial team, directly reporting to VS Commercial Leadership. To be successful, this individual will collaborate with other functions, including Sales (two separate teams which are housed in the company's two other business units), Marketing, R&D, Business Development, Supply Chain, and Operations.

ESSENTIAL DUTIES AND RESPONSIBILITIES *include the following:*

- Generate new business opportunities arising from a combination of incoming leads and proactive prospecting.
- Use technical skills and background to accelerate interest and initiate development projects at target companies, particularly by appealing to a range of audiences including marketing, R&D and innovation teams.
- Proactively collaborate with internal Product Line and Marketing teams to identify opportunity spaces to pursue (either by channel, segment or application) and to prepare/deliver new business pitches for VSBU products.
- Be able to deliver and use technical selling resources such as Jobs To Be Done framework, protein and fiber analyses, and to possess or learn a basic working knowledge of agricultural practices and nutrition.
- Use customer relationship management skills to oversee a book of accounts through the early stages of the sales funnel and pipeline (note: once an account matures into a steady state of purchasing, it would transition to a member of the other sales team to support in an ongoing basis)

- Attend trade shows, speaking events and other industry functions as a thought leader to establish leads.
- Be able to help create and present finished product concepts and prototypes (virtual and physical mock-ups), often in conjunction with R&D and Sales, to demonstrate the efficacy and relevance of VSBU ingredients.
- Provide training and communication instruction to internal stakeholders about new technical developments, sales tools, or competitive analysis about new offerings/technologies.

ALLOCATION OF TIME:

- Up to 40% travel

QUALIFICATIONS: *To perform this job successfully, and individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Direct experience in a food-related R&D, innovation, and/or technical sales position, with a demonstrated ability to drive projects through the new product development process. Experience with wheat-based foods preferred.
- Proven experience in a commercial technical role (8-12 years), with evidence of ability to prospect new opportunities.
- Skilled in the ability to communicate information and insights internally and externally in a clear, concise manner—verbally and in written communications.
- Proven ability to deliver data-driven recommendations and analysis and apply them in clear, compelling manners.
- Demonstrated ability to influence a variety of stakeholders, including functional and cultural backgrounds, seniority, and internal/external.
- Ability to work independently and within a cross-function team to effectively handle multiple projects and influence stakeholders while driving toward competing deadlines.
- Superior ability to represent Bay State Milling with professionalism, integrity, and diplomacy.
- Strong organizational skills, able to juggle various priorities in a dynamic, fast-paced environment while also at times being a strong independent contributor able to thrive with autonomous decision-making.

ADDITIONAL QUALIFICATIONS:

- Experience in the food industry promoting *new-to-the-world* products, especially in a start-up environment
- Sincere passion for food innovation and providing solutions that will drive improved consumer health
- Experience using syndicated data sets like Nielsen, IRI, Mintel, etc.
- Knowledge of agriculture and nutrition science a plus

EDUCATION AND EXPERIENCE:

- Bachelors degree in food science, bakery science, culinary arts or related disciplines
- Minimum of 8 years of applicable professional experience in a food, culinary and/or baking role
- Experience working in food *ingredients* is preferred

LANGUAGE SKILLS

- Fluent in English
- Ability to communicate effectively in verbal and written formats is critical
- (Working fluency in Spanish is a plus)

OTHER SKILLS AND ABILITIES

- Fluent in Microsoft office programs
- Ability to network and extract information from sources

PHYSICAL DEMANDS: *The physical demand described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Ordinary ability to see, hear and speak
- Ability to travel domestically and sometimes internationally

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Primarily an office environment, remote or at a Bay State Milling facility
- Comfortable working in food product development lab/pilot plant/manufacturing environments
- Comfortable with performing business needs while traveling