



Bay State Milling Job Description

Job Title: Director of Sales
Department: Sales
Reports To: Senior Director of Sales
FLSA Status: Salaried Exempt
Prepared By: Joe Doyle
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ABOUT BAY STATE MILLING:

Bay State Milling is a family-owned company with a strategic intent to support the growth of the next generation of grain-based foods in North America by providing the leading array of plant-based ingredients. Since 1899, we have proudly provided exceptional quality flour and grain products, and we continue to build on our legacy as we bring new supply chains and technologies into our realm of capabilities. Our Core purpose is to provide food ingredients to promote the growth of healthful and affordable food choices for the consumer.

We recognize that the universe of grain-based foods is constantly changing and responding to consumers' desire for variety, healthfulness, great taste and affordability in their food choices. We are not afraid of change; in fact, we believe that change cultivates opportunity. Our goal is to stay a step ahead of our customer's needs, while always maintaining the trust they have placed in us for generations. We are committed to maintaining our Core Values of **INTEGRITY, QUALITY, CREATIVITY, CARING, and COLLABORATION** in pursuit of achieving this goal.

SUMMARY

The Director of Sales is responsible for defining National, Regional, and Territory account strategies while leading cross functional teams to develop, market and sell Bay State Milling's comprehensive product ingredient capabilities. The Company has built a strong position in health and wellness segments leveraging a foundation of value-added ingredients that make it a leader in conventional and organic wheat products, gluten free products, rye, cinnamon and specialty oats. This position will drive annual sales revenue growth consistent with the Company Strategy around the ingredients described above by targeting any customer segment involved in those inclusions. Product and ingredient solutions in grain-based foods are key focus areas in Bay State Milling's business strategy. These custom solutions have broad potential in blended product applications in food processing and commercial baking segments. In addition to being able to provide naturally good ingredients the company has the capability to fortify and build a wide variety of custom products through its blending capabilities. Blended products can improve nutrition, create flavor, drive efficiency and consistency, and improve execution for our customers.

ESSENTIAL DUTIES & RESPONSIBILITIES *include the following. Other duties may be assigned.*

- Lead, direct, supervise, train, and develop National, Regional and Territory Account Managers and Representatives.
- Provide guidance and coaching to the sales force on margin management within customer and market categories.
- Lead the response to major customer inquiries on pricing, processing capabilities and capacities, including supply chain capabilities.
- Develop and prioritize customer engagements to leverage and sell the combined BSM ingredient portfolio.
- Deepen customer relationships and further strengthen Bay State Milling's geographic presence and market penetration with but not limited too commercial baking, food manufacturing, and bakery/food service distribution segments through the following:
 - a. Customer strategy development
 - b. Account selection, strategy, and planning responsibility
 - c. Budgeting & forecasting
 - d. Pricing authority, responsibility, and accountability
 - e. Formal customer relationship management
 - f. Shaping, monitoring, and communicating customer business performance.
- Collaborate cross-functionally with Supply Chain, Transportation, Credit, R&D, Operations, and QA to create enterprise customer awareness and deliver relevant, timely, and profitable customer solutions that create and optimize value.

QUALIFICATIONS *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed 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.*

Commodity sales experience desired. Marketing, strategic planning and analytical skills are necessary. Must have a track record of successfully closing deals with customers. Demonstrated leader who can lead by example, teach, and inspire his/her team.

EDUCATION and EXPERIENCE

Bachelor's Degree from an accredited college or university is required. A minimum of 10+ years of sales experience in the ingredient or food industry. Experience in developing and selling value-added ingredient solutions in commercial baking, food manufacturing, and bakery distribution.

LANGUAGE SKILLS

English fluency is essential. Must have strong verbal and written communication skills, with ability to respond to either common and sensitive inquiries or complaints from internal and external customers. High attention to detail and a keen eye for esthetics.

MATHEMATICAL AND COMPUTER SKILLS

Competency in Spreadsheet and Word Processing software required (Microsoft Excel, Word and PowerPoint windows applications preferred). Must have familiarity with most types of modern

office equipment including copiers, computers, phones, and fax machines. Knowledge of online services and the Internet a necessity. Ability to work with basic mathematical concepts. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Must have seasoned judgment and business situation versatility, with ability to define problems, collect data, establish facts, and draw valid conclusions.

OTHER SKILLS & ABILITIES

PHYSICAL DEMANDS *The physical demands described here are representative of those that must be met by an employee successfully performing the essential functions of this job.*

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to figure, handle, or feel; reach with hands and arms; and talk and hear. Employee is frequently required to stand, walk, climb or balance, and must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to focus. The employee is also required to travel via automobile and plane for long distances on a regular basis.

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

The primary work environment is an office environment. The noise level in the work environment is usually low. Travel requirements will require frequent visits to manufacturing facilities that will expose the employee to machinery, moderate to high noise levels, airborne particles, dust, and heat. Hearing protection is required in certain areas of the plant.

FOOD SAFETY/SECURITY REQUIREMENTS

The company is committed to producing and delivering defect-free products. To ensure this, all employees are required to be trained on and adhere to the Good Manufacturing Policies set forth by the Company as they pertain to personnel practices, equipment, and facilities. It is also vital that all employees be aware of their work environment and prevents any accidental or intentional adulteration of products produced at this facility.