MARKET SALES AND PLANNING MANAGER

Position Overview

This role will be charged with leading the business unit's Go-To-Market Planning Calendar timing cadence, key content deliverables, and multifunctional execution for the Aladdin brand of PMI to grow market share in North America.

The role is responsible for creating, leading and implementing Aladdin's Go-To-Market Planning calendar, timing and content that guides sales priorities out to field sales personnel on behalf of the SBU (e.g. quarterly deployment packets, sales tools, channel program planning, promotion planning, new item launch, promotional incentives/funding, category management, pricing & customer sell-in data & analytics) to achieve the brand's annual sales volume and profit targets. He/she will collaborate across the multi-functional Aladdin team (Brand, Product, Finance, Operations, Sales, Product Supply/Demand Planning, Rep groups) to implement marketing and sales channel plans, give measurable objectives and track results by channel, by Tier 1 customer, by key product launch, and by key brand program. The role importantly is seen as a large voice in and out of field sales back to brand (i.e. commercial selling tools needed) and vice versa (i.e. early input on new product gathered). The role champions and uses a variety of resources including in-depth data analysis (category management software, POS, CAS), shopper research and insights, competitive understanding, brand & product data, good judgment and persuasion. The role is an integral part of the Aladdin leadership team and is expected to bring years of Sales experience, leverage broad-based business knowledge, use data analytics, and influence others to create and execute go-to-market plans with excellence and achieve record results.

Responsibilities

Strategic Go-To-Market Sales planning:
Champions a complete go-to-market solution for channels & top customers. Including:

- Sales plans/quarter (product launch, pricing/trade funds, shopper programs/promo calendar);
- Category Management solutions (analytics and recommendations)
- Seeks out quantitative and qualitative consumer & shopper insights to build into selling tools;
- Supports NA/EMEA sales meetings, line reviews & new product presentations
- Measures, tracks and aligns Sales force to clear annual DSMP sales fundamentals (display, shelving merchandising, pricing) goals and KPIs by channel/by top customers/by Manager;

Leads the company in winning with customers strategic planning:

- Develops and implements a "Customer Success Requirement" process that represents Sales/Channel/Top Customer needs in category and brand development planning;
- As the calendar leader, develops and leads timing execution of the team's 18 month operational SBU Business Planning Calendar. Aligns the SBU brand & sales support activity into a quarterly operating cadence of deliverables reflective of brand launch activity, promotions, and Tier 1 and 2 customer timing requirements.
- Documents key timing of customers fundamental needs (line reviews, POG updates, trend input, PDQ requirements);
- Uses knowledge of customers' business models & drivers of customer's profitability to influence program development "inside" the PMI organization as a Sales leader voice.

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- Be the/a Sales voice of field sales into Aladdin brand group in promotional/shopper program dev. and the Brand voice out to Sales on brand equity deliverables, consistency and financial objectives.

Channel and Customer execution & implementation:

- Creates & deploys Quarterly Planning materials one-year out (or longest lead time customer);
- Measures & reports sales performance through a mix of customer-specific and syndicated point-of-sale data (i.e. consumption, penetration, competitive, promotional, pricing, and channel trending). Leads data supplier relationships.
- Measures DSMP objectives for the division (works with field sales, customers, and related 3rd parties to ensure implementation at channel and customer level) and makes recommendations for improvement;
- Serves as primary sales lead for shopper, category & customer market research;
- Is accountable for trade/promo support funds. Tracks/measures ROI on programs, understands impact to brand's profitability model, accurately forecast major sources of cost, revenue and risk and identifies ways to manage risks when making financial decisions.
- Provides day-to-day sales leadership to help prioritize sales needs & feedback input to brand (can be the voice of Sales leader), leads from the front (self-initiates and does work).

Other duties as necessary

Proficiencies and Skills

Core Competencies

- Leadership & Influence
- Analytical & Decision Making
- Planning & Organizing
- Communication
- Interpersonal Relationship Management & Teamwork

Personal Skills

- Demonstrates authentic passion for the brand and sales
- Builds strong collaborative relationships and partnerships; strong active listening skills.
- Good personal skills. Ability to effectively work with individuals and groups at all organization levels; ability to work independently and as part of a team.
- Strong analytical ability, systems thinker, problem-solver.
- Maintain confidentiality of sensitive information, and to respond to sensitive inquiries/complaints.
- Ability to take initiative and prioritize tasks; good time-management, organizational, problem-prevention and problem-solving skills.
- Ability to work accurately with close attention to detail.
- Willingness to adapt to changing business needs and deadlines.
- Effective problem solver that develops win/win solutions. Ability to study and apply new information.
- Possess a strong work ethic.

Technical Skills

- In-depth data-driven understanding of Category/Consumer (IRI/Nielsen, POS, etc)
- Expert in application of Core Category Management Analytical software & tools
- Customer selling skills
- Understanding of Multi-functional resources
- Prospace, Access & Advanced CAS analytics

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- Solid word processing and spreadsheet skills with knowledge of Microsoft Word and Excel.

Education and Experience

- Minimum of 10 yrs of direct Sales experience in field Sales & category management.
- Previous account management experience with different classes of trade is required. Documented success in understanding and influencing FDMC customers
- Demonstrated track record of successful penetration and profitable growth of major accounts.
- Superior oral and written presentation skills.
- Ability to operate effectively from the most strategic to the most tactical ends of the process.
- Proficient in category management systems & software (space management, syndicated market data, Microsoft Suite). Demonstrated ability to manage third party resources.
- Resourcefulness required to work in a growing entrepreneurial company.
- BA or BS degree required; MBA preferred.

Interaction and Environment

- *Reports To:* Strategic Business Unit Leader
- Work areas are inside in a climate-controlled environment with moderate background noise.
- Travel – ave. 2 trip of 3-days/quarter; more when training involved & customer line presentations

Physical Activities Required to Perform Essential Functions

- Sitting/Standing/Walking: Approximately 95% of time is spent working at a desk. Balance of time (approximately 5%) is spent moving around work areas.
- Speaking/Hearing: Ability to effectively communicate with co-workers, customers and outside agencies, by telephone and in person.
- Vision: Ability to effectively use a computer screen and interpret printed materials, memos and other appropriate paperwork.
- Lifting/Carrying: Ability to transport files and supplies.
- Stooping/Kneeling: Ability to access files and supplies.
- Reaching/Handling: Ability to input information into computer systems and retrieve and work with appropriate paperwork, equipment and supplies.

Material and Equipment Used

• Computer	Fax Machine	Copier
• Microsoft Outlook	Telephone	Voice Mail
• Ten Key/Calculator	General Office Supplies	

About PMI

Founded in 1983 by Rob Harris, PMI was created under the guiding principles of sustainability, community and integrity. Today, PMI is a global leader in designing, marketing and manufacturing food and beverage solutions for busy lifestyles. Our two most recognizable brands, Stanley® and Aladdin®, are both over 100 years old and sold throughout the world. Our brand Migo® was founded in 1999 and is rapidly growing in the Asia Pacific region. We also create private label products for select global retailers. When discerning consumers want the best, they seek out the brands of PMI.

Headquartered in Seattle, WA, PMI has offices in Bentonville, San Francisco, Shanghai, Amsterdam, Manila, and Rio de Janeiro. Additionally, PMI has ownership of three manufacturing facilities PMI Joinease in China and a factory each in Rio de Janeiro and Manaus, Brazil. With sales in over 50 countries, we are truly a global company.

Our vision is to revolutionize the way people enjoy food and beverage everywhere.

For more information visit our website, www.pmi-worldwide.com .

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