



Bay State Milling Job Description

Job Title: Director of New Product Business Development
Department: VSBU Corporate
Reports To: General Manager, VSBU
Location: Quincy, MA or Minneapolis, MN
FLSA Status: Salaried Exempt
Prepared By: Edward Fish
Prepared Date: 4/1/2019

SUMMARY

The Director of New Product Business Development (NPDB) is a critical role in driving the commercialization of varietal specific products for Bay State Milling. Examples of these products include HealthSense™ High Fiber Wheat Flour, SowNaked™ Mindfully Sourced Oats and BeneGrain™ Sprouted Wheat Flour.

The NPBD will lead the commercialization of “create” products for the Varietal Solutions Business Unit by ushering multifaceted commercial opportunities with complex organizations from prospect to sale. The NPBD will work closely across functions and business units to ensure alignment with strategic and operational priorities. Success of this role will be measured by the ability to meet financial and growth targets.

This role will report into the VSBU General Manager and will interact closely with the go to market (GTM) matrix which includes sales, product line managers, and commercial directors and marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES *include the following.*

- Develop end-to-end knowledge of varietal specific products including:
 - Breeding and supply chain activities
 - Product functionality and attributes
 - Competitors and their competitive product sets
- Identify and cultivate potential commercial opportunities
- Develop, manage and coordinate short and long-term commercial roadmaps and prospect lists
- Identify and build strategic relationships
- Provide feedback to marketing, product line management, R&D and applications teams
- Lead commercial negotiations and deal execution
- Identify and cultivate alternative revenue opportunities
- Support corporate and business unit budgeting processes
- Support corporate and business unit strategic projects
- Attend industry and trade shows
- Provide customer support in escalated cases

ALLOCATION OF TIME:

- 30-50% travel

QUALIFICATIONS *To perform this job successfully, an 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.*

- Knowledge of the grain-based foods ingredients industry and consumer trends
- Ability to convert research, data and strategy into actionable commercial activities
- Ability to identify and cultivate targets for specific products and opportunities
- Ability to collaborate with and/or lead cross functional teams to advance potential and existing commercial opportunities
- Ability to communicate complex value propositions and solutions in the market place
- Exceptional customer skills
- A passion to win and desire to grow

EDUCATION and EXPERIENCE

- B.S degree in business or marketing
- 10+ years of commercial leadership
- 5+ years of food ingredient experience

LANGUAGE SKILLS

- Fluent in English
- Ability to communicate effectively in verbal and written formats is critical

MATHEMATICAL SKILLS

- Basic mathematical skills and some knowledge of financial accounting

REASONING ABILITY

- Seasoned judgment and business situation versatility
- Ability to form fact-based conclusions to guide decision making

OTHER SKILLS AND ABILITIES

- Fluent in Microsoft office programs

PHYSICAL DEMANDS *The physical demands 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
- Ability to maneuver through manufacturing facilities on occasion

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