



Bay State Milling Job Description

Job Title: MMB Regional Account Business Development
Department: Sales & Marketing
Reports To: Director of Business Development
FLSA Status: Exempt
Prepared By: Doug DeWitt
Date Revised: 6/14/2021

SUMMARY

The Regional Accounts Business Development Sales role is responsible for the identification, targeting, acquisition, and management of new customers selling relevant ingredient solutions that leverage the Bay State Milling value added product portfolio.

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

Is responsible for a variety functions including:

- 1) Focused on targeting, conducting customer discovery, relationship development, the acquisition, and subsequent management of new Regional Account clients.
- 2) The development and delivery of ingredient solutions leveraging the Bay State Milling value added ingredient portfolio.
- 3) Contract negotiation, management, and maintenance.
- 4) Attend appropriate industry functions to prospect customers and develop food industry networks.
- 5) Deployment and utilization of Miller Heiman business and strategic account planning tools.
- 6) Utilization of Bay State sales management tools (i.e. AX Sales Funnel and others) to manage customer leads and opportunities.
- 7) Ability to effectively use Target reporting to prepare/analyze current business performance and develop plans to address/correct any opportunities for improvement.
- 8) Team and collaborate with Business Unit Management, Customer Service, Marketing, R&D, Operations, QA, Transportation, and Financial job families to create enterprise customer awareness that deliver relevant, timely, and profitable customer solutions.

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.

EDUCATION and EXPERIENCE

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. 3+ years of sales experience in the food industry.

Skill and experience requirements:

- a) Proven record of developing, growing, and selling value-added ingredient solutions to regional and/or Emerging food manufacturers, Foodservice Operators and/or Contract Feeding Organizations, Hotel operators, Healthcare and Retail Grocers
- b) Value based selling exposure and experience.
- c) Project management capabilities.
- d) Demonstrated ability to team, lead, manage, and focus cross functional teams.
- e) Experience and understanding in the areas of nutrition, food science, product applications, and functional ingredients.
- f) Business acumen
- g) Curious life-long learner

Bachelor's Degree from an accredited college or university or equivalent experience.

LANGUAGE SKILLS

English fluency is essential. Must have strong verbal and written communication skills. Ability to effectively present information and respond to questions from groups of managers, customers, top management, public groups, and/or Boards of Directors.

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 to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

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 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.*

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 AND QUALITY REQUIREMENTS:

The Company is committed to producing and delivering defect free products that are in compliance with all applicable legal and regulatory requirements and are of the highest levels of food safety, quality and productivity. To ensure this, all employees are required to be trained on and adhere to the FDA Current Good Manufacturing Policies as 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 prevent any accidental or intentional adulteration of the products produced at the facility.