



Everything Dairy Can Be.™

Job Title: Business Development Manager
Classification: Exempt
Reports to: Sr. Director of Business Development
Date: 08/16/2024

SUMMARY

As Edlong's Business Development Manager, you will be responsible for driving revenue and profit throughout the Northwest US & Western Canada Sales Region by growing business with food and beverage manufacturers. Reporting directly to the Sr. Director of Business Development, you will be responsible for procuring, developing, and nurturing business relationships with existing and new customers to position Edlong as a vital resource for finding dairy and dairy-type flavor solutions. Working collaboratively across Edlong's departments (i.e., Finance, Operations, Logistics, R&D, etc.), the Business Development Manager will also be responsible for developing and executing a business plan that meets or exceeds growth objectives and outpaces industry growth. The ideal candidate must be adaptable, have experience in time and territory management, and demonstrate a strong knowledge of sales processes relating to customers and prospects within a selling environment.

ESSENTIAL RESPONSIBILITIES

- Generate interest in Edlong's capabilities by providing best in class support and service while leveraging the company's expertise.
- Develop a strong pipeline of opportunities in key categories (i.e., prospecting and technical customer events).
- Translate customer requirements to Edlong's marketing, applications, and technical team to best deliver solutions and exceed customer expectations.
- Utilize sales dashboards and analyze key metrics (i.e., pipeline progression, win rates, product launch KPIs, and new business developments, etc.) to measure Edlong's performance against objectives to contribute to Edlong's long-term success.
- Collaborate with Edlong's Commercial (i.e., Sales, Marketing, and Customer Experience) teams, R&D, Logistics, and Operations to drive success with customers.
- Expand utilization of Edlong flavors across multiple applications and product categories by developing and nurturing enterprising business with both existing and new customers.
- Maintain and organize file documentation related to assigned work to ensure easy access for self- and team.

SUPERVISORY RESPONSIBILITIES

- This position has no supervisory responsibilities.

ADDITIONAL RESPONSIBILITIES

- Contribute to team efforts, collaboration, and results by following Edlong's values, guidelines, supporting departmental objectives, and aligning with the Corporate Mission, Vision, and Strategic goals.
- Understand all major business processes within Edlong and work with all levels of the organization.
- Maintain and enhance professional and technical knowledge base of Edlong personnel by sponsoring or attending educational workshops, reviewing professional publications, and establishing personal networks to stay up to date on current trends.
- Engage in and contribute to Edlong's marketing campaigns, as requested (LinkedIn, webinars, blog posts, etc.) and execute other duties, as assigned.

OUR FORMULA

- **We are fully committed to growth** - We take ownership. You are here because you are needed. What you do matters to customers, colleagues and the company. Do your job to the utmost of your ability and realize your impact. Be your best self. Owners' vs operators, lead by example, dedicated to Edlong, be accountable, calm, strong work ethic. We earn our keep.

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- **We are all in this together** - You do not work alone. Understand how you are connected to customers and colleagues. Quickly and freely offer and accept support. At the end of the day, we will rise or fall together. Relationship building, effective listener, warmth, comfort, loving care, likes customers (internal and external), thrives in team environment, not about ego, I got you, highly collaborative, share it all - good, bad and ugly, dependable, loyal, communicates honestly and with respect.
- **We look for a better way** - You can improve anything in your pursuit to create value for our customers and company. Look for waste and ways to do things faster, simpler and better. We act proactively and with a sense of urgency when a better way is found. Organizers, thoughtful, teachers-learners, holistic business mind, can do, is there anything I can do, don't wait to be asked, get it done, closers, steps up, will be done before you need it, problem solvers, hard but smart workers, act with a sense of urgency, always curious.
- **We enjoy victory and grow from defeat** - Freely share the joy of success. When things go wrong, reflect, learn and grow from the experience. Apply the valuable lesson to future opportunities. Never stop learning. Passionate, optimistic outlook, winning, be passionate, driven. We are resilient.

Education, Requirements, Certifications

- A bachelor's degree in food science, business, or a related field with an additional 5-7 years of experience within the food industry, preferably in Sales, Marketing, Business Development, or R&D.
- Prior experience in specialty ingredients, flavors, colors, etc. is highly desirable.
- An MBA degree is considered advantageous for candidates.
- Fluency and basic comprehension in multiple languages (i.e., French) is a plus.

Knowledge, Skills, and Abilities

To perform the job successfully, an individual must be able to perform each essential responsibility 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 essential responsibilities.

LANGUAGE SKILLS

Ability to:

- Read, write, and comprehend written, electronic, and spoken instructions, memos, and correspondence, and to communicate professionally in English verbally by phone and electronically.
- Actively listen to customer needs and respond with appropriate product proposals to meet demands.
- Deliver impactful presentations in person and via video-conference to customers, clients, or other employees.
- Comply with procedures in completing written documentation and compile data into reports and summaries from sales or calls.

MATHEMATICAL SKILLS

Ability to:

- Perform, compute mathematical operations with a calculator, and apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Perform, compute mathematical operations, and apply concepts such as money, weight, volume, and distance to create and interpret graphs.
- Calculate profit margins and prepare annual budgets.
- Understand the impact of currency.

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REASONING ABILITY

Ability to:

- Work independently to define problems, collect data, establish facts, and draw valid conclusions.
- Develop positive customer relationships and respond to inquiries or complaints from customers in a proactive manner.
- Formulate breakthrough solutions to customers unmet needs.
- Interpret an extensive variety of technical instruction in mathematical or diagram form, deal with several abstract and concrete variables.
- Handle confidential information in a professional manner.

COMPUTER SKILLS

Working knowledge of:

- Microsoft Office (i.e., Excel, Word, PowerPoint, Teams, SharePoint, and Outlook).
- Corporate productivity and online meeting/web presentation tools.
- CRM tools and internal business software (i.e., Salesforce, ZoomInfo, and LinkedIn Sales Navigator).

PHYSICAL DEMANDS

While performing the duties of this job:

- The employee is regularly required to stand, walk and sit.
- The employee is regularly required to operate a keyboard, calculator and telephone.
- The employee is regularly required to lift and/or move up to 10 pounds of product or samples.
- The employee will occasionally be required to assist in the assembly and taking down of display booths and equipment.

WORK ENVIRONMENT

- The ideal candidate should be located in Seattle, WA, as prior knowledge and contacts in the Pacific Northwest will be beneficial in this role.
- The work location for this position is within a home office setting and on occasion, from the offices in Elk Grove Village, with frequent walking between buildings.
- The role will require up to 50% travel by air and automobile throughout territories located in the Pacific Northwest including Western Canada.
- Typical workday attendance will require standard business hours with few unscheduled absences.
- This position will also occasionally be involved with working at customer trade events and other commercial meetings.

The responsibilities described above are intended as a guideline for a particular position with Edlong. Edlong, in its discretion, may assign any employee new or substituted responsibilities as it sees fit without providing prior notice to any employee.