



Everything Dairy Can Be.™

Job Title: Senior Director of Business Development
Classification: Exempt
Reports to: President
Date: 08/16/2024

SUMMARY

As Edlong's Senior Director of Business Development, you will be responsible for driving revenue and profit throughout the US and Canada by effectively managing and growing business with food and beverage manufacturers. Reporting directly to Edlong's President, you will be responsible for developing and nurturing business relationships based on the annual territory growth plan 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 Senior Director of Business Development will also be responsible for leading and tracking the progress of their team of Business Development Managers and a Global Key Account Leader in identifying, qualifying, and prioritizing high value customer/market opportunities to exceed growth objectives and outpace industry growth. This role will also be responsible for hiring and leading a Sales Operations Leader who will be focusing in on sales enablement processes including sales training, program development, salesforce enablement and sales reporting along with leading our global programs and managing our business development specialists. The ideal candidate must be adaptable, have experience in time and territory management, have experience in people leadership, and demonstrate a strong knowledge of sales processes relating to understanding customers and prospects' needs 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.
- Cultivate customer relationship that establishes an avenue for long-term growth, maintaining the high level of reputation and integrity of Edlong with all business transactions.
- Develop a strong pipeline of opportunities in key categories (i.e., prospecting and technical customer events).
- Identify markets, customers, and growth opportunities for new ingredient business by conducting in-depth analyses of market and customer insights, achieved through market visits and competitive landscape assessments.
- Identify, qualify, and translate customer requirements to Edlong's marketing, applications, and technical team to best deliver solutions and exceed customer expectations to ensure new business opportunities with mutual benefits for customers and Edlong.
- 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.
- Complete reports and administrative tasks associated with managing a sales territory.
- 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, prepare, and adhere to Edlong's annual business plan and expense budget.
- Maintain and organize file documentation related to assigned work to ensure easy access for self- and team.
- Perform any other relevant special projects as may be required by the President of Edlong.

SUPERVISORY & ADDITIONAL RESPONSIBILITIES

- Oversee and coordinate collaborative work assignments of the business development team to develop strategic business development growth projects.
- Mentor the Americas business team for personal and professional development including ongoing coaching, feedback, training and onboarding when adding new personnel.

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- 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.
- **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 7-10 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.
- In-depth knowledge of the B2B sales and marketing landscape as it relates to tactics, services and strategies.
- An MBA degree is considered advantageous for candidates.
- Fluency and basic comprehension in multiple languages is a plus.
- Prior experience in leading a team of sales professionals to achieve sales objectives and provide guidance in coaching to meet career development goals.
- Accomplished strategic seller.
- Demonstrated ability to influence the market at key levels.
- Business/financial management expertise.
- Proven sales and/or client relationship management experience.
- Ability to work with cross functional teams in order to achieve customer objectives.
- Excellent leadership skills necessary to operate at the C suite level-selling and delivering multiple solutions and programs.

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.

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LANGUAGE SKILLS

Ability to:

- Read, write, and comprehend written, electronic, and spoken instructions, memos, and correspondence, and to communicate professionally in English and Spanish 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.

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.
- Recognize and handle confidential information in a professional manner.

COMPUTER SKILLS

Working knowledge of:

- Microsoft Office (i.e., Excel, Word, PowerPoint, SharePoint, Teams, 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.

WORK ENVIRONMENT

- Ideally, this role would be in the Chicago market due to proximity to the corporate office. If not in that market, near a major airport hub in the Midwest or Eastern US. 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 50-60% travel by air and automobile throughout territories located throughout the U.S. and 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.

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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.

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