



## **DIRECTOR OF SALES**

(Location: Poway, CA)

TransCold Distribution is the premier wholesale supplier and distributor of ice cream and frozen goods throughout Western Canada and the United States. Headquartered on Annacis Island, Delta, BC, we have 14 locations and 240+ employees. TransCold provides exclusive access to the most recognized and popular ice cream brands in the world with industry best product variety and customer service. We deliver to Major Grocery, Drug, Gas & Convenience, chain retailers and independent retailers across Western North American markets through Direct to Store Delivery (DSD), and Warehouse Fulfillment, and provide services for mobile vendors, corporate events, and third-party logistics (3PL) customers.

We are seeking an experienced Director of Sales to oversee the company's sales and business development operations in the USA. This is a great opportunity for a senior sales professional who is excited about a thriving business, the opportunity to sell a portfolio of premium brands and to manage a geographically dispersed sales organization.

Reporting to the General Manager, the appointee will be responsible for developing an effective sales strategy to achieve business plan objectives and ensure business grows while maintaining the desired profit margin, leading business development efforts in the markets they operate in. It is essential that the successful candidate is hungry for success and keen to help the company become the leader in its category.

### **Key Duties and Responsibilities**

- Provides strategic leadership and direction to the sales organization in alignment with the company's goals and objectives
- As a member of the senior management team, contributes to the overall planning, budgeting, and company-wide initiatives
- Develops, implements and executes sales strategies in alignment with overall operations
- Accountable for growing the company's market share and sales revenue
- Develops, implements and executes annual sales planning addressing market share targets, sales programs, campaigns and training requirements
- Monitors market trends and competitive activities in the field.
- Builds a team of capable and engaged sales team who can successfully execute on the company's sales plans
- Effectively manage the team's budget and financial objectives

### **Required Skills and Qualifications**

- 10-15 years' sales management experience in packaged goods industry preferably handling premium brands
- Proven track record of achieving sales targets as Director of Sales- national or regional
- Account management experience

- Strong business acumen
- Professional gravitas and comfortable in dealing with decision makers and C-level executives
- High energy, results-oriented and focused on success
- Solid networking capability
- Demonstrated experience as a change agent and passion for process improvement
- Strong computer skills, aptitude for numbers and great attention to detail
- Demonstrated ability to coach, mentor and develop others
- An ability to lead a large group of people towards corporate objectives for both revenue and profitability

#### **We Offer**

- Competitive pay
- Bonus/ performance incentives
- Excellent health benefits package
- 401K matching contribution
- Perks: laptop, cellphone, car allowance and expenses
- PTO, holiday pay, Birthday Leave
- Opportunities for advancement

#### **To apply**

If you are excited about a rapidly growing CPG company distributing leading brands and an opportunity to work with a great team, this job is for you!

To be considered for this opportunity, interested candidates are asked to submit a formal application by sending a cover letter and up-to-date resume through this posting.

To learn more about us, visit [www.transcold.com](http://www.transcold.com)