



Position Overview
Account Director, Client – PromoPoint Marketing
Tampa, Florida

The Company: Advantage Sales and Marketing, LLC (ASM) is one of North America's leading sales and marketing agencies specializing in outsourced sales, merchandising, category management and marketing services to manufacturers, suppliers and producers of food products and consumer packaged goods. ASM services a variety of trade channels including grocery, mass merchandise, specialty, convenience, drug, dollar, club, hardware, consumer electronics and home centers. We bridge the gap between manufacturers and retailers, providing consumers access to the best products available in the marketplace today.

The Position: A Client Account Director is responsible for business development, including prospecting, preparing client proposals, presenting and closing sales. The ideal candidate must be a "Rainmaker" that excels at closing sales. Position requires sales experience calling on Marketing Managers and VP/Presidents of smaller consumer package goods companies. In this position, you will be consulting and selling to small and mid size consumer package goods companies. Solution selling will be critical to achieving success. Must be able to develop creative and strategic consumer marketing programs that achieve client objectives. Reaching and influencing key decision makers will be a major focus. Existing and new programs must be managed flawlessly and with innovation infused as needed. Additionally, a Client Account Director may have managerial responsibility for one or more associates. The ideal person is a self starter and hungry to prove their potential. Some travel will be required. This position is located in Tampa, Florida.

Responsibilities:

1. Revenue Budget Achievement
 - Achieve targeted revenue budget by developing, successfully selling, implementing and managing consumer marketing programs
 - Provide on the job training and mentor associates within your assigned markets to exceed budget objectives
 - Successfully grow existing programs within an assigned geography and develop new programs for existing and white space brands.
 - Provide semi-annual written program post promotion reviews to retailer decision makers detailing key learning's and recommendations.
 - Penetrate Consumer Package Goods hierarchy and build successful relationship with key decision makers. Goal is to develop PromoPoint Marketing raving CPG fans.
 - Build successful relationships with key CPG company representatives and ASM core business associates that results in ability to develop new business.
2. Facilitate Program Execution Achievement
 - Achieve sales goals by working cooperatively and effectively with assigned Tampa Production Manager.
 - Suggest desired program selling price and components to Sr. Production Manager. Approval to proceed will be brought forward by Sr. Production Manager when Account Director/Director agree to selling price. Signoff by Region Director and EVP will occur prior to beginning project and incurring any execution costs.
 - Secure cooperation by proper lead time planning minimizing costly exceptions to process.

- Manage and minimize mock-up work requested consistent with chance of success of projects real revenue opportunity
3. Management of Associates (determined by market(s) development)
- Manage and develop associates assigned to either a retailer program or market.
 - Participate in semi-annual program reviews to assigned associate managed key retailer decision makers reinforcing program value.
 - Accountable for achievement of program revenue generated by associates
4. Deductions
- Work with assigned deduction manager to resolve outstanding +90 receivables.
 - Assist as requested directly with key decision makers at CPG company and/or retailer.
5. Forecasting and Planning for Success
- Provide accurate and timely monthly revenue forecasts to management as requested.
 - Work with assigned production manager to provide PPA analysis for selected programs while keeping requests to what is really needed. Ensure significant lead time to production department is given to allow for proper planning.
 - Become the expert in your assigned business area by clearly communicating and advising management on changing CPG/brands goals, trends and priorities
 - Stay current on leading edge business platforms and build programs leveraging latest trends

Experience:

- Desire proven 3-10 year track record in CPG sales
- Successful history of selling consumer marketing programs to brands
- Grocery retailer CPG company background in sales and/or marketing
- Promotion/Ad agency experience in business development for grocery brands a plus
- Desire excellent working relationship with key brands of small to mid size
- Additional background desirable in Trade/ Customer/Brand Marketing and/or employment with marketing companies actively selling to CPG's.

Required Skills:

- Strong sales background focused on new business development
- Exceptional sales presentation and development skills
- Consultative selling skills
- Ability to develop creative and innovative consumer marketing programs
- Ability to manage multiple priorities and work as a team player
- Developed key contacts with consumer package goods companies
- Strong record of people management skills
- Excellent interpersonal and organizational skills
- Outstanding written and oral communication skills
- Working knowledge of syndicated data
- Intermediate or advanced MS Office Suite skills

Education:

- 4 year college degree
- Advanced degree or equivalent work related experience is a plus

Contact Information: Are you passionate about Service Excellence, Results, Integrity, Entrepreneurial Focus and Leadership? These are our values at ASM. Come learn why "Winning Together" is more than just words on a piece of paper. It is the vision by which we live

our mission as an organization: "To create outstanding value for clients and customers through superior sales execution, operational excellence and innovative marketing services."

For immediate and confidential consideration please contact: Laurie Henderson, Talent Acquisition - Email: laurie.henderson@asmnet.com - Phone: 714-780-3264

Principals only please

Advantage Sales and Marketing, LLC is an Equal Opportunity Employer and values workplace diversity.