



VP of Sales

New York, NY preferred

Reports to: CEO

THE ROLE

Gotham Greens is seeking an exceptional CPG and/or branded produce industry sales leader with substantial experience developing and managing relationships with leading food retailers and foodservice operators across the US. The VP of sales will be responsible for owning the design, development, execution and reporting of nation-wide and regional strategies that generate an increase of sales and market share. This will include driving top line revenue, new customer acquisition and field execution through data-backed decisions. The successful candidate will be able to envision sales strategies and translate them into distribution, shelving, pricing and merchandising objectives. The successful candidate will also bring sophisticated analytical skills, strategic visionary mindset, deep project management experience and superior sales expertise. As the VP of sales, this role will be essential to the organization's expanding and evolving business by increasing the sales strategy and analytical maturity.

Experience in the Greenhouse and/or Packaged Salad and Produce industry is preferred but not required. This is an opportunity for an enthusiastic, self-motivated and highly organized leader to join a rapidly growing, innovative, disruptive company in the 21st century food system.

AREAS OF RESPONSIBILITY

- Grow revenues, profit and share by proactively identifying strategic, long term growth and profit opportunities for each region
- Design, develop, and execute the company-wide sales strategy and forecasting
- Utilize internal and external sales reporting tools to research sales performance and improve brand awareness, product availability and cohesive market initiatives
- Drive the company's introduction and expansion into new markets by building, leading and growing regional sales managers across the US
- Partner with regional sales managers to gain strategic alignment with all key customers and foster the development of relationships in multiple levels of the organization
- Manage in store marketing, promotional strategy and ensure strategic coordination with company's marketing department for brand development and marketing strategies
- Identify and execute best in class merchandising standards to maximize the sales potential through increased revenue and gross profit
- Minimize distribution issues with product shorts and manage appropriate replenishment requirements with the team
- Create, direct and report KPIs for entire sales team



QUALIFICATIONS

Requirements:

- Bachelor's Degree in Business, Sales, Marketing or related field.
- 10+ years of demonstrated achievement in multi-channel sales, leadership within a CPG, Branded Produce and/or Start-Up preferred
- 5+ years management of regional sales employees
- Proven track record of sales, leadership, key account management and category management required
- A relentless drive to achieve goals, build relationships and solve problems.
- Extensive knowledge of the food industry and experience working with food service retailers
- Exceptional analytical and communication skills- thoughtfully articulate to forge effective relationships and drive the best decisions
- Operates with passion, urgency, focus and discipline

The ideal candidate:

- Reliable and highly motivated with a creative flair and lively personality
- Passionate commitment to the company vision
- Appreciation to principles of sustainable agriculture and food

WHO WE ARE

Gotham Greens is a global pioneer in urban greenhouse agriculture and a leading consumer brand of premium-quality local produce and fresh food products. Gotham Greens' produce is grown using ecologically sustainable methods in technologically-sophisticated, climate controlled, urban greenhouses. Gotham Greens provides its diverse retail, restaurant, and foodservice customers with a local, reliable, year-round supply of salad greens, herbs and fresh food products grown under the highest standards of food safety and environmental sustainability. The company owns and operates over 170,000 square feet of greenhouse across four facilities in New York and Chicago and currently has 500,000 square feet of greenhouse under development in five US states. Gotham Greens was founded in 2009 in Brooklyn, New York.

We are farmers that live in apartments. Our team is hard working, supportive, and passionate about sustainable urban agriculture. We work to create an environment that is caring, fun, and collaborative.

Gotham Greens is proud to be an Affirmative Action/Equal Opportunity Employer. We thank all applicants in advance for their interest in this position, however, only those selected for an interview will be contacted.



**GREENHOUSE
GROWN**



**PESTICIDE
FREE**



**SUSTAINABLE
AGRICULTURE**



**URBAN
FARMING**



**PREMIUM
QUALITY**

gothamgreens.com

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