



Sales Director

Full-time

Location: San Francisco Bay Area

Three Trees in a Nutshell

Three Trees is a high-growth natural foods startup committed to delicious, clean, and nourishing plant-based foods. Our organic milks are sold in over 3,000 natural and specialty grocery stores across the country. With demonstrated success in the largest segment of plant-based foods, we are poised for even greater expansion. This is a rare and exciting opportunity to join a successful startup and make a real impact.

The Role

Are you passionate about sharing delicious and truly healthy food? Do you get energized about making connections, building relationships, making things happen, and winning? If so, you might be the dynamic leader for developing and implementing our sales strategy. This position requires leadership and business management skills. The Sales Director is responsible for Sales Planning, Budgeting, and Execution. This position will lead the development and implementation of Sales strategies, objectives, and tactics to gain distribution and increase sales across all channels.

Our Team

Behind the beautiful bottle is a passionate team of data-driven food enthusiasts. Discussions are direct and lively – sparring with ideas gets us energized! No one gets hurt because it's not about egos. At our office, you'll find the team chatting over lunch about latest projects/adventures (i.e. urban pigeon rescue, raised veggie beds, rock climbing), and passing around a bar of craft dark chocolate as an afternoon pick-me-up.

Roles and Responsibilities

Sales Management

- Ownership of annual forecasting and Sales budgeting process, ensuring the company achieves its aggressive revenue targets and strategic goals

- Develop promotional plans, trade spend strategies, and Trade Marketing budgets tied to sales targets; track performance monthly
- Ensure robust weekly and monthly sales performance data analysis and track performance against objectives
- Establish and maintain strong working relationships with key customers and retail accounts via in-person meetings, events, and ensuring that mutual objectives are achieved
- Manage and oversee distribution and sales partners; motivate and energize them to help achieve company's sales objectives
- Ensure execution and success of promotional plans

New Business Development

- Responsible for building and maintaining effective presentations for securing new business and category reviews
- Understand product and company economics ensuring new business is able to achieve profitability targets

Capabilities & Qualifications

- Highly motivated and driven, action and results-oriented, resourceful, and able to thrive in a dynamic fast-paced environment
- Growth mindset
- Creative problem-solver. Always asking if there's a better way
- A strong sense of hands-on ownership and urgency in all matters related to the health of the business
- Great people and relationship-building skills; interested in people
- Loves being on the road making things happen
- Attention to detail, organized
- Passionate about Three Trees and our mission
- 10+ years of experience in the Natural Foods industry
- Experience at a small to medium-sized CPG company
- Developed and executed strategic and tactical sales plans including account-level planning

Apply Now

Submit your resume and cover letter to sunny@threetrees.com , and don't forget to tell us about yourself!