



Regional Sales Manager – NE Canada

The Company:

Formed in 2014, Yakima Chief – Hopunion is a 100% grower-owned, global hop supplier focused on providing premium quality hops and uncompromising service. Our team is driven by a profound appreciation for our natural resources and a heartfelt respect for the communities and customers we serve. Together, this creates a culture of continuous improvement centered on sustainably produced, innovative hop products for beer.

Our Mission:

To connect family farms with the world's finest brewers, providing the highest quality hop products and uncompromising service for the ultimate benefit of our customers, employees and growers.

Our Vision:

We are the global hop supplier of choice, focused on sustainably produced, innovative hop products. We are a responsible neighbor and asset to our communities, enriching the products, businesses, and lives of everyone we encounter.

Our Values:

- *Passion: For people, product, planet and process*
- *Respect: Teamwork and collective responsibility*
- *Integrity: Transparency and accountability in all we do*
- *Dedication: To quality and sustainability*
- *Excellence: An emphasis on innovation and continuous improvement*

We are seeking a driven, bright, energetic Regional Sales Manager to join our rapidly growing team in a fast-paced, consultative environment.

Job Summary:

This position reports to the Director, North American Sales. The role involves executing a successful sales strategy to increase market share within an assigned geography and becoming an ambassador for the brewing industry. The role requires individual initiative, organizational skills and willingness to travel throughout the assigned region, while working in a team environment. The individual should have experience in the brewing industry and sales or marketing experience.



Job Qualifications:

1. 3-6 years' experience in sales with a proven track record managing and growing revenue and profitability.
2. Strong business acumen and excellent communication skills.
3. Microsoft Office suite skills
4. Brewing experience or home brewing background (minimum 1 year)
5. College degree preferred, but not required.

Job Duties:**Major Responsibilities:**

1. Travel extensively throughout the region to build relationships with new and existing customers.
2. Coordinate sales activities and represent Yakima Chief – Hopunion LLC at association meetings, trade shows and brew festivals.
3. Work directly with select strategic partners to expand sales and execute on channel strategy.
4. Participate in Hop & Brew School and the hop selection process during harvest.
5. Communicate with customers to facilitate the sale of hop products, lab analysis services and downstream extract products.
6. Address complaints, special requests and respond to contract inquiries.
7. Work directly with customers to explore forward contracting options, volume discounts and formulate multi-year hop contracts.
8. Communicate new product opportunities, industry trends and customer feedback to appropriate company staff.
9. Develop and execute a sales and relationship management strategy for the territory.
10. Work with sales and marketing staff to initiate creative marketing and promotional plans.
11. Proactively seek continued education for the beer and hop varieties, brewing techniques and downstream extract products.
12. Maintain sanitary and safe work environment.
13. Follow safety requirements.
14. May actively participate on company's Safety Committee.
15. Ensure that company safety policies as well as federal, state and local safety and environmental regulations are observed.



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16. Must have a complete understanding of company's policies, SOPs, QPs, EPs, HACCP and cGMP to ensure quality, safety, efficiency and sustainability.
 17. Must adhere to all company policies.
 18. Examine documents, materials, and products and monitor work processes to assess completeness, accuracy and conformance to standards and specifications.
 19. Follow all SOPs in a given area.
 20. Perform all other duties as assigned by Manager and/or designee.