



feeding the world responsibly

AGUA FOODS PTE LTD

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Business Registration No. 202123790N

Sales & Operations Director

Amsterdam, Netherlands | Hybrid Working | Full Time | Permanent contract.

www.aguafoods.com

About us.

We are a food start-up spanning across Singapore, London, and Amsterdam that is on a mission to feed the world responsibly, through tasty, nutritious, and affordable foods. If you're looking to use your skills and experience to build a truly meaningful business from its very beginnings, then this just might be something for you...

Our first brand 'Tasty as F*SH' is all about plant-based seafood. Together with an innovative government body of Singapore we developed a vegan tuna, which we dare to say is the best out there yet. With Tasty as F*SH we are set to depressurize unsustainable aquatic food systems by transitioning consumers gradually to plant-based alternatives and so, achieving a restored and maintained balance of our ocean's ecosystems.

We are mission-led, values-guided and aim to do business in the most responsible way for people, animals, and planet. We might not always be perfect, but we strive to do things better than our competitors to have a positive impact.

About the role.

We are looking for an experienced Sales/Account Manager or - Director to help us set up our commercial and route to market activities. You'll report into our Amsterdam based CEO. Also, you'll work closely with our Chief Technology Officer, based in Singapore, and our Founder/CFO based in London.

We're setting ourselves up for building distribution across Western Europe and USA across retail, wholesale, and food service. The Sales & Operations Director will have a crucial role to make this happen and will oversee building the commercial infrastructure, and to build and manage a healthy portfolio across international customers.

We're looking for someone with a strong (entrepreneurial) drive, and the network and experience to open doors with potential distributors and customers and negotiate win-win deals. Additionally, it will be your task to build a high performing and highly engaged commercial team and motivate the talent to inspire great performance.

Who we're looking for.

A candidate with minimum 8 years of experience in sales roles and minimum 5 years of experience managing larger customers like Albert Heijn, Jumbo or international equivalents like Carrefour, Tesco or REWE. Ideally you have a proven track record at middle-sized to larger companies and are excited to become the frontperson of the commercial team and -strategy at an ambitious start-up company.

You have experience hiring and leading people and can inspire through vision, skill, decisiveness, and enthusiasm.

Responsibilities.

- Develop and implement the company's international commercial short- and long-term strategy, in line with the Route to Market Strategy.
- Build and lead the Sales team to drive growth across channels.
- Identify new business opportunities and markets and lead the assessment and prioritisation of geographies and market segments.
- Develop customer relationships and key accounts.
- Work closely with the team to build a smooth operational supply-chain and - process to achieve strong fulfilment rates.
- Oversee pricing strategies and promotional campaigns.
- Create and manage a category vision and trade tools.
- Manage sales budgets.

Competencies.

- Strong business acumen and commercial awareness.
- Profound skill and experience managing P&L's and building long-term and annual business plans.
- Excellent capabilities to manage customer contracts and negotiate deals with distributors and retail and food service customers.
- Strong leadership and communication skills, ability to inspire.
- Comfortable working in a start-up where things need to be built before they can be managed.
- Ability to analyse data and make crucial commercial decisions.
- Understanding of logistic processes and demand planning.
- Fluent in English in verbal and writing. Other languages like Dutch, German, French and Spanish are a plus.

Why join us?

- You'll contribute to our meaningful company and brand missions.
- You'll have a huge impact on the commercial success of the business.
- We reward you with a competitive salary comparable to larger businesses, as we're willing to invest in the best talent. Also, you'll help us set performance bonuses.
- You'll be part of the leadership team and will build your own commercial team over time.
- We provide a fun and informal start-up environment and ask you to come into our workspace in De Hallen, Amsterdam for at least 2-3 days per week.

If you believe to be fit for this mission, please send your CV to our recruitment partner, Richard McGawley richardm@asl-search.com. A motivation letter is not mandatory, but always welcome and certainly advised if your potential exceeds your experience.