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Sales Analyst

About Verde

Verde Farms is the leading marketer of natural and organic, grass-fed beef in the United States. Working with family farms across the globe, we are connecting consumers who desire healthy, great tasting meat raised in a sustainable manner. Our employees believe in the company's core set of values, and leadership's commitment to innovation.

As a dynamic, value-driven, privately-held company based in the greater Boston area, Verde Farms employees are united by the company's mission, supportive culture, shared values, and integrity. This is a great chance to join an organization with double-digit growth that continuously creates new opportunities for team members to develop while changing the industry landscape.

About the Position

Reporting to the Vice President of Sales, the Sales Analyst is a critical role in helping the company and team achieve our annual budget goals as well as other financial, market share, and category growth objectives. This person is the lead analytics, insights, reporting, and weekly sales operations expert for the team. They participate and/or prepares for external customer sales meetings with the opportunity to deliver analysis and insights. The Sales Analyst helps spearhead new reporting and overall visibility into the company performance.

This position is accountable to ensure forecasting accuracy, drive retailer category growth, and contribute to overall category strategies while setting up the Verde brand to disproportionately win through superior adoption and understanding of key analytics. It is critical that the ideal candidate possess not only strong data mining skills, but also the ability to tell a strong and cohesive story by analyzing and summarizing data so it can be easily understood.

Summary of Key Responsibilities

- Provide analytical insights to deliver greater share of category and grow distribution
- Prepare, in conjunction with Sales and Marketing, the customer sales forecasts and trade promotion plans
- Leverage analytical tools (including customer-specific tools and data) to develop new department and category insights through the analysis of industry data
- Spearhead ongoing tracking of KPIs for sales and marketing
- Perform high level, in depth, analyses using syndicated data retrieval and provide actionable conclusions
- Understand and apply Customer, Consumer, and Industry Insights using syndicated data (IRI/Nielsen/SPINS) to harness actionable insights for cross-functional use
- Support the annual planning process to identify strategic opportunities, analyzing and aligning with company objectives
- Provide Vice President of Sales, Sales Representatives, and Marketing Team with account specific support and insights
- Consistent and regular analysis of baselines and promotional run rates to guide the sales forecast and improve accuracy
- Help to identify opportunities to increase volumes and decrease cost in order improve ROI of all trade support activities
- Lead sales presentation development, distribution recommendations, and category insights with the ability to craft a story pulling together multiple data sources – POS, consumer insights, published studies and proprietary research
- Analyze and forecast sales, financial, economic, and/or other data to provide accurate and timely information in support of sales; analysis to support business operations
- Interpret sales/financial information on costs, prices, etc. and make recommendations to senior management
- Develop analysis of sales indicators in order to prepare forecasts and analyze the company's short, medium, and long-term sales position; Determines best practices and suggests how to improve current practice
- Conduct and document complex sales/financial analysis projects
- Prepare in-depth evaluations of plans and identify new methods of analysis and presentation
- Other related duties as assigned

Summary of Experience

- 5-10 years minimum work experience in the CPG industry
- Experience working in category development or analyst roles in a meat/protein company preferred (2 years)
- Recent, hands-on, experience working large amounts of data to develop insights
- Bachelor's degree in Business, Sales, Marketing, or related field required, MBA a plus
- Understanding of POS data, including Nielsen, Spectra, and retailer provided
- Advanced skills in Microsoft Office (PowerPoint/Word/Excel/Outlook)
- Working knowledge of Salesforce and its reporting capability would be a plus
- Willingness to travel

Required Knowledge, Skills and Abilities

- Ability to analyze multiple levels of data from many resources to make productive recommendations
- Ability to build diverse collaborative relationships across all levels in the organization
- Strong oral and written communication skills
- Proficient in setting priorities, meeting deadlines, and managing multiple projects
- Ability to work in a fast paced and changing environment
- Able to handle and manage confidential information when working internal and externally
- Vendor negotiation and management

Benefits

- Health, Dental, and Vision Insurance options
- Participation in 401(k) plan

Primary Location:

- United States - Boston, Massachusetts Area