

# Job Profile

## Job Title: Key Account Manager – Bentonville, AR



### Purpose of the job

This position will develop opportunities with key National In-Store Bakery accounts by leveraging superior bakery industry and client relationship skills along with CSM Bakery Products' established product portfolio and custom products expertise to formulate and deliver solutions unique to the customer. Responsibilities also include determining appropriate methods to support significant levels of new & existing business development and manage and support all aspects of customer relationships. Desired candidates require strong understanding of product, price, placement and promotion as it relates to In Store Bakery Marketing.

### Organization Chart

VP of Sales, Strategic  
Customers - East

Key Account Manager

### Reporting

- Hierarchical and functional reporting to the VP of Sales, Strategic Customers – East.
- \*This position will be located in Bentonville, AR.

### Company Profile

CSM Bakery Products, based just outside of Atlanta in Tucker, GA, manufactures a wide range of bakery products and ingredients for in-store and foodservice markets as well as artisan and industrial bakeries. One of the largest bakery manufacturers in North America, CSM Bakery Products' family of brands includes some of the industry's most trusted brands including Brill, Best Brands, Henry & Henry, Karp's, Telco, Multifoods and Fantasia. For more information, visit [www.csmbakeryproducts.com](http://www.csmbakeryproducts.com).

### Contact Information

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E/O/E

### Result areas

- Team/partner with a customer specific cross functional team that includes consumer insights, business analyst and a project manager.
- Serve as a key member of sales management team who contributes to strategic direction of customer relationship with national accounts.
- Secure national business with assigned national In Store Bakery account(s) with an emphasis on products and/or product development within core capabilities. Develop, plan and implement strategic selling plans, qualify customer targets, achieve sales objectives including volume, profit and expense to multi-unit key accounts.
- Manage the business relationship of existing major national account customers. Lead the efforts to become a critical supplier for new products, new uses for current products, i.e. expand our position and value to assigned customers. Partner with R&D, marketing and the CSM Bakery Products sales team in the identification and delivery of new product ideas and collaborate on trends, innovative recipes, concepts, product uses and merchandising strategies.
- Conduct business reviews with accounts and develop opportunities to penetrate account.
- Assist Field Sales/Regional Sales with development of new account and business opportunities at Wholesale Divisions of the National Accounts.
- Up to 40% travel.
- Other duties as assigned by management.

### Main Competencies

- Team Skills: Contributes to team development and performance to achieve team and organizational goals.
- Continuous Improvement: Designs, develops, and implements improvements to existing processes.
- Professionalism & Relationships: Makes efforts to understand the customer, and establishes good relationships with others and displays a professional image.
- Business Expertise – Seek a broader understanding of business and competitive issues.
- Innovation/Creativity – Apply "out-of-the-box" thinking to projects and challenges and maintains the "big picture" attitude.

### Skills/ Knowledge & Experience

- BA/BS degree and/or 10+ years of relevant selling experience.
- Must be able to demonstrate excellent interpersonal skills, strong written skills, creativity, and adaptability to changing situations. Key is the ability to understand the customer's needs and develop appropriate solutions through leveraging the CSM Bakery Products team.
- Ability to integrate and analyze data. Strong negotiations skills a must along with the ability to stand firm when necessary.
- Experience and ability to call on the highest level executives required.
- Should be able to identify best methods to bring products successfully to market.
- Prior experience selling to and managing National In-Store Bakery accounts, relationships or past sales contact with key customers preferred.
- Relevant bakery industry experience strongly preferred.
- Project management and an accounting/math aptitude strongly desired.

\* It is the responsibility of the employee to notify his/her current manager regarding a job bid for a position in a different department.