



The National Account Manager leads the development and implementation of the business plan with customers to drive volume, profit, and share growth of the Storck portfolio. The NAM will serve as the primary customer contact and manage the customer directly. Responsibilities include proactively managing, monitoring, and updating the overall business plan to meet all volume, profit, and share objectives. In addition, the National Account Manager is responsible for implementing Storck brand strategies/tactics by working closely with both internal and external key decision makers and utilizing category management initiatives to include the implementation of our 4 P (Product, Promotion, Placement, and Pricing) objectives to best influence customer and shopper decision making. This position currently has no supervisory responsibilities within the organization.

National Account Manager – National Grocery, Target

Your main responsibilities

- Responsible for managing the National Account in all sales activities related to and for Target in order to foster growth and achieve elevated results through developing and growing the strategic relationship and business development partnership activities with all levels within the Target organization.
- Responsible for developing forecasts, volume planning, and effectively managing trade and shopper marketing investment recommendations in order to achieve or exceed projected National Account sales goals.
- Business Planning & Implementation
- Able to critically review and assess customer's competitive position, business model, and strategies to create a customer investment strategy (use of trade, shopper marketing, and integrated marketing resources) that will best support mutual growth.
- Utilize Storck sales planning and customer investment tools to create optimal customer plans to deliver top and bottom line operating plans while driving profitable, sustainable growth. Demonstrate a comprehensive understanding of Brand and Category management objectives (4 P's) and translate these into business strategy, plans, and tactics at customer. Business plans should reflect both Storck and customer objectives.
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- Fiscal Responsibility
- Consistently achieve sales goals and profitability while operating within budgetary constraints to contribute to the overall profitability of Storck USA, L.P. Responsible for monitoring and ensuring the effective utilization of Trade Promotion. Within scope of responsibility, respond to and assist with managing customer deductions to a minimum and influence customer compliance to 30-day net invoicing.
- Communication
- Must possess the knowledge of and be able to effectively communicate internally in the customer's own terms, processes, and plans to ensure understanding and successful execution. Must possess the ability to create compelling, motivating, and informative communication to customers and Storck brand and customer teams. Also must communicate requirements to retail divisions, stores, and agencies to ensure proper execution at retail. As the primary link between Storck and the customer, the NAM must maintain a robust communication link encouraging engagement and collaboration. The NAM proactively communicates plans to Supply Chain, Sales Planning, Finance, and other internal resources.
- Business Acumen
- The ability to understand and manage critical business processes which supports/maintains the business on an ongoing basis. Recognizes the impact of active and accurate management of business financials and has working knowledge of customer, team, and channel P&Ls. Understands the impact of key decisions and monitors health of business versus plan daily using net sales, share, POS, trade, and customer's internal metrics.
- Customer Value Creation:
- Must own the creation and delivery of annual business plan for customer or market. The NAM must assess customer, category, and market potential then align Storck objectives to create business plan to deliver value creation. NAMs should seek to maximize leadership opportunities for Storck by identifying areas of strategic overlap between customer and Storck objectives to maximize partnership as well as long-term growth potential.
- Other Duties and Responsibilities:
- Other duties as assigned
- Fulfill Storck Values

Your qualifications

- Leadership skills including ability to influence and bring team members along with you without direct reporting relationships
- Strong presentation skills; clear verbal and written communication
- Self-starter, motivated, and drives for results
- Critical thinking skills and a "bias for action"
- Willingness to take risks and drive decisions
- Business acumen and the ability to quickly learn technical software
- Business Intelligence (BI) by IBM preferred
- IRI or Nielsen
- Strong analytical skills; able to organize and drive meaningful decisions
- Organized, detail oriented, and able to balance competing priorities
- Team player who works well in a collaborative environment and shares information freely and is approachable by all levels of the organization
- Build relationships and partnerships with key customer contacts throughout all levels of the organization.
- Problem solver, brings solutions where there are obstacles, versus just identifying obstacles
- Ability to triangulate data from different sources to identify opportunities and conclusions
- Embraces change and able to drive change through the organization
- Ability to flex style and level of detail depending on audience in all forms of communication
- Education and Experience:

- Bachelor's degree required
- Prior Target experience in Buying, Customer Marketing, Merchandising, and/or Supply Chain role required
- Prior experience selling CPG/FM CPG to Target preferred
- Minimum 5 to 10 years' experience in direct sales, CPG / food industry preferred
- Preferred 3-5 years' experience in GM/HBC channel
- Consistent and strong track record of sales goal and sales growth achievement
- Travel: 40%

What we offer

Working Conditions: Normal working conditions for a home office environment, based in the Minneapolis area.

Candidate Contact



Natalie Ziegenhagen
Human Resources

Storck USA
HR Generalist
325 N LaSalle Street - Suite 400
Chicago, IL 60654
312.494.5976

talent@us.storck.com