



AMERICAN SEAFOODS GROUP JOB DESCRIPTION

Title of Position: Vice President Marketing and Business Development

Job Status: Exempt

Supervision Received- Reports to: V.P. of Product Development

Supervision Exercised: None

Background: American Seafoods Group and its subsidiaries produce significant quantities high quality crude fish oil. The oil is unique as it is processed within several hours of catch, is MSC certified, comes from the pristine waters of the Bering Sea and the Northern Pacific Ocean, and has a unique fatty acid profile. We have undertaken an initiative to increase the value we realize from this oil by selling it into nutraceutical and other markets for human consumption through our subsidiary, American Marine Ingredients. Concurrent with this development we are developing various marine ingredients intended for sale in markets outside our traditional realm, more oriented to specific nutritional applications, such as sports, seniors, cosmeceuticals and others.

POSITION SUMMARY: The Vice President of Marketing and Business Development/Refined Fish oil / Marine Ingredients, is responsible for increasing the value realized from Alaska Pollock and Pacific Whiting fish oils through sales and commercial development into nutritional supplement market and other markets for human consumption. Basic responsibilities include developing and managing sales, creation of associated materials including trademarks, trade names, specifications, product formulations, and coordinating with our refining partners.

SUMMARY OF PRIMARY DUTIES AND RESPONSIBILITIES:

Responsible for commercial development and sale of fish oil and other marine ingredients as they are developed:

- Identify, develop, build, and manage customers and relationships for fish oil product sales.
- Assist in the development of trademarks, trade names for fish oil and other ingredients, create and develop effective customer focused sales materials and commercial literature.
- In collaboration with the executive team, plan and execute market development events.
- Develop pricing strategies with the goal of maximizing the organization's profits or share of the market.
- Develop systems and processes for the accurate tracking and customer contacts, individual customer needs and interests, sales targets, and customer orders.

- Solicit and analyze market feedback including peer reviews, surveys, symposia and focus groups to determine effective product messaging, and product feature development, and overall market viability of fish oil products.
- Participate in development of fish oil and other marine ingredient products.
- Utilize knowledge of nutrition, nutritional supplement, and other markets to identify and create growth opportunities for additional marine ingredient products.
- Develop sales and support team as required based on growth of business.
- Demonstrate confidence, practical intelligence and accountability for increasing customer base and achieving revenue and operating profit targets.
- Participate in and contribute to long range planning with others that ensures revenue and market share growth.

MEASUREMENT OF PERFORMANCE:

- Increase fish oil volume and particularly value sold into target markets.
- Demonstrate grow in fish oil revenue and overall profitability against measurable targets.
- Contribution to growth of marine ingredient portfolio over time.

EDUCATION/EXPERIENCE:

- Bachelor's Degree in Food Technology, Chemical Engineering, or related technical discipline.
- Master's Degree preferred.
- Eight years experience in the branded food ingredients space with an emphasis on fish oil and nutraceutical products.
- Five years experience in the sales and marketing of refined fish oil products and knowledge of the science and biological production of crude fish oil.

WORK SCHEDULE:

Extensive travel required.

TO APPLY:

Please contact: Tammy.French@americanseafoods.com

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***Interested Candidates Only – No Third-Party Inquiries – No Professional Recruiters – No Phone Calls, please.**