



Western United States Account Manager

Meister Media Worldwide, headquartered in Willoughby, Ohio, produces integrated business solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to communities including fruits, nuts, and citrus; vegetables; cotton; ornamental horticulture; horticulture in Mexico; precision agriculture; and plant protection. Meister Media's stable now includes 12 major brands whose portfolios include print publications, digital products, conferences and tradeshow, and Connect hosted-buyer events.

We are seeking an energetic, results-oriented, Account Manager to join our U. S. Horticulture team working out of our office in Modesto, CA or a home office on the West Coast.

RESPONSIBILITIES include but are not limited to:

- Selling our full range of offerings to a defined account base for *Florida Grower*, *American/Western Fruit Grower*, *American Vegetable Grower* and *Greenhouse Grower* in the Western United States.
- Growing our print, digital and event revenue by understanding industry trends and our offerings and educating customers and prospects on the value inherent in our products and capabilities.
- Actively prospecting for new business from a base of prospective accounts for all media offerings.
- Developing relationship with California Association of Pest Control Advisors to build revenue opportunities around PCA learning and other activities.
- With California Editor engaging with Precision Agriculture market to develop business opportunities.
- Building productive relationships with decision makers throughout the territory.
- Working with the U.S. Horticulture business team to develop new revenue-generating products/programs.
- Working closely with key support departments – audience engagement, accounting, media services, digital, events and marketing – to accomplish objectives.
- Regular travel (1 – 2 trips per month), primarily within the United States.

QUALIFICATIONS:

- Sales experience, ideally print, digital media and event sales in B2B media.
- Ability to develop innovative revenue-generating ideas/projects and get them to market.
- Strong leadership and interpersonal skills.
- Excellent written, oral and electronic communications skills.
- Knowledge of how to develop client relationships.
- PC Proficiency – Microsoft Office 365
- Willing and able to travel
- Ability to organize and prioritize work.
- Knowledge of horticulture/agriculture industry helpful.

Meister Media Worldwide offers a competitive compensation and benefits package including base salary, commission, and 401(k) and Profit Sharing Plans.

Please submit resume and salary requirements via email to careers@meistermedia.com or by mail to:

Meister Media Worldwide
Attention HR - USH
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