



Job Description

Job Title: Group Commercial Lead, Horticulture

Department: Sales

Reports to: Chief Commercial Officer (CCO)

Summary

The Group Commercial Lead is responsible for the market engagement and financial performance of the **American Fruit Grower**, **Western Fruit Grower**, and **American Vegetable Grower** brands. As the commercial leader for these brands, you'll work in collaboration with the executive team and platform leadership to ensure these brands achieve financial goals and build for future growth through exploring new opportunities across all platforms.

Responsibilities include but are not limited to:

- Lead brand's commercial and business development, delivering on revenue targets with a long-term strategy and vision.
- Sell our full range of offerings to your select Key Accounts in the Fruit and Vegetable Markets.
- Manage commercial team to ensure the team rebuilds the brands meeting business expectations
 - Regular meetings on performance and expectations to hit monthly targets
 - Motivate and drive behavior to meet targeted goals
 - Regular client interaction with priority clients
- Regain brands competitive position in key regional and crop segments
- Capitalize on the California market intel in **PUREIntel** to build western business leveraging **PUREIntel** contacts
- Identify new, scalable, sustainable business and market opportunities that expand our business profile.
 - Partner with Executive Team to lead discussions with key internal resources to vet and drive for consensus.
- Create annual revenue budgets for group and brands and work with platform leads to manage the business to deliver upon those budgets.
- Partner with Event, Custom, and Digital Platform leads to build cross-platform business for our Fruit & Vegetable Markets.
- Create & manage annual sales expense budgets (memberships, T&E, etc.), partner with Marketing to establish relevant brand & group marketing expense budgets (tradeshows, readership surveys etc.)
- Collaborate with the editorial and platform teams to create and successfully execute key business initiatives
 - Regularly update and report progress to the Executive Team.
- Collaborate with Audience Development team to set cross platform audience & engagement targets.
- Frequent travel required, both Domestic and International. Up to 25% annually.

Qualifications

- Business management experience, print, digital, and events in B2B media.
- Sales Management Experience.
- Successful track record developing innovative revenue-generating ideas/projects with a strong ability to collaborate with multiple departments to develop and execute projects.
- Strong leadership and interpersonal skills.
- Excellent Customer Service– engage with our advertisers regularly.
- Excellent communication skills –with both internal teams and clients.
- Multitasking - ability to initiate and complete multiple projects in an often fast-paced environment.
- Organizational skills and an attention to detail
- Proficient in Microsoft Office and CRM
- Agricultural-related experience strongly preferred but not required.
- Must adhere to the principles in the Meister Media Worldwide Blueprint for Success.