



Position: Western Account Representative, Horticulture

Department: Sales

Reports to: Kristina Panter, Group Commercial Lead, Horticulture

Summary: The Account Representative is responsible for driving revenue growth across the horticulture portfolio by selling integrated marketing solutions, including print, digital, CONNECT events, and Meister Custom offerings.

Key Responsibilities include but not limited to:

- Create and sell strategic, integrated marketing programs across the Horticulture brand portfolio, including **American Fruit Grower**, **Western Fruit Grower**, and **American Vegetable Grower** print publications, digital media, CONNECT event sponsorships, and Meister Custom solutions.
- Drive print, digital and event revenue by leveraging industry trends and articulating the value of our media offerings.
- Educate customers / prospects on the value of MMW products and capabilities.
- Lead discovery sessions with clients and the Meister Custom team to uncover strategic gaps and develop tailored solutions that drive custom content revenue.
- Actively prospecting for new business opportunities from a base of prospective accounts identified in competitive lineage reports for all media offerings.
- Conduct weekly virtual, consultative client meetings and deliver polished presentations to close high-value programs.
- Close annual contracts and manage ongoing business while meeting deadlines across multiple brands and products.
- Develop and strengthen relationship with Western associations to identify new revenue opportunities.
- Work with editorial team to build deeper industry relationships and expand market knowledge.
- Building productive relationships with decision makers and key influencers throughout the territory. Expand your network of contacts within key customer organizations.
- Partner with the Fruit and Vegetable Market team to develop new revenue-generating products and programs based on customer needs and industry trends.
- Collaborate with cross-functional teams including audience engagement, accounting, production, digital, events, marketing, and Meister Custom to accomplish objectives
- Use AdOrbit (CRM) to manage client interaction, input orders, and maintain accurate account information.
- Manage the territory pipeline and forecast from prospect to close using the Opportunity function within the AdOrbit CRM.
- Leverage the Competitive Lineage Dashboard in Tableau to understand competitive opportunities, Rippling for travel / expense management, and Freshdesk for eDirect sales and audience requests.
- Maintain strong communication within the MMW commercial sales team to identify cross market opportunities for client success.
- Continuously build knowledge of the horticulture agriculture industry through internal and industry resources.
- Travel frequently within the Western United States and actively engage in the agriculture industry.

Qualifications:

- Self-motivated and results oriented with a strong ability to achieve revenue goals.
- Sales experience in B2B media, including print, digital, custom, and event sales preferred.
- Ability to develop and execute innovative revenue-generating programs.
- Strong interpersonal and relationship-building skills.
- Excellent written, verbal, and digital communications skills.
- Proven ability to develop and grow client relationships.
- Proficiency in Microsoft Office 365 and CRM systems.
- Willingness to travel approximately 25%, including occasional weekends.
- Ability to organize, prioritize, and work effectively.
- Knowledge of the horticulture/agriculture industry helpful.
- Must adhere to the principles outlined in the Meister Media Worldwide *Blueprint for Success*.