



Director of Retail Strategy

Position: Director of Retail Strategy
Company: Daily Deals Food Outlet/Natural Choice Foods
Location: Comstock Park, Michigan
Reporting Relationship: COO/CFO
Website: www.dailydealsfoodoutlet.com www.naturalchoicefoods.com

COMPANY BACKGROUND/CULTURE

Natural Choice Foods is a food wholesaler that was established in 1997 by Nels and Shayne Eisenga. The concept behind Natural Choice Foods was and is to help food manufacturers move their excess inventories. This father and son team had a unique understanding of the challenges that vendors faced due to their own prior work experiences in the industry. This understanding has allowed them to become a true partner with the vendors they work with, helping to solve their excess inventory problems.

Over the years, Nels and Shayne have substantially grown Natural Choice Foods. They started the company with one refrigerated straight truck and have grown to shipping products daily throughout the United States using both a company fleet of refrigerated equipment and a full time internal logistics department which utilizes top-notch common carrier trucking lines which ensures a prompt and timely pickup and delivery with all vendors and customers nationwide.

In October of 2013, the first retail location, Daily Deals Food Outlet, was launched. With a solid business model behind it, Daily Deals has shown great success and potential as a new concept in grocery retail. Daily Deals carries 70% of its inventory from Natural Choice Foods and 30% from outside vendors. People come to Daily Deals to purchase food at 30-50% off grocery store pricing based on the closeouts that Natural Choice Foods buys from our vendors. These closeouts become available because of overproduction, packaging changes, seasonal items, warehouse damage, or short date codes. They may be national or private label brand and are discounted well below regular retail prices. Daily Deals also has a full service deli featuring freshly cut meats and cheeses, including custom made deli trays.

Natural Choice Foods and Daily Deals are looking to launch into the next growth phase which includes rapid expansion of our Daily Deals stores.

POSITION SUMMARY

Natural Choice Foods is seeking a dynamic leader with a proven track record of growth and organizational performance who can work independently to establish and operate a Retail Line of Business (LOB). Reporting to the COO/CFO, this individual will be responsible for creating strategies and plans to grow revenue and capture market share. The ideal candidates will demonstrate a commitment to customer satisfaction and deliver high-quality, value-added products and services that exceed customer expectations.

This is a very hands-on, highly visible role that requires strategic thinking, planning, profit & loss accountability, sales and renewal strategies, implementation, and evaluation of plan to continually improve performance. The ideal candidate will own the retail strategy and work with the senior management team to achieve exceptional outcomes and performance. The Director of Retail Strategy is responsible for maximizing the return on investment, profit and loss, daily operations, planning and development for short and long-term sales growth. Evaluates business trends in the retail businesses and makes recommendations for change as appropriate. Leads and sponsors programs that will increase revenues and productivity, control costs and enhance brand visibility. Drives cross-functional communication within the retail division and promotes the sharing of best practices.

KEY RESPONSIBILITIES

Accountabilities

Strategy. In conjunction with the senior leadership team, develops and executes the Retail business strategies to achieve sustainable growth, quality outcomes and financial.

- Lead multi-year and annual strategy processes to ensure LOB is self-sustaining and achieves growth targets.
 - Accountable for understanding any evolving market conditions, trends and opportunities; incorporates market research regarding consumer behavior and needs in developing regional strategy.
- Demonstrated strategic long-range thinking experience with ability to balance long-term direction with the need for immediate impact and results.
- Strong knowledge of the competitive landscape with the ability to spot new market trends.
- Understands information about the competitive environment and competitor's products, pricing, promotion and market positioning in developing regional strategies.

Sales & Marketing. Establishes sales and marketing plans and programs that position the retail stores as the leader in West Michigan and beyond by creating a unique value proposition.

- Strong sales or marketing background, including ability to seize new product opportunities, build market-facing value propositions and translate marketing plans into executable product growth programs.

Business Performance. Oversees overall LOB performance and works with other stakeholders to develop plans to ensure achievement of targeted performance and required outcomes.

- Ability to lead LOBs with accountability for profit and loss. Must have strong P&L expertise and possess a strong financial, bottom-line focus.
- Establishes plans to ensure revenue is reflective of population demographics. .
- Obtain, quantify and analyze data to identify trends in demographics, consumer behavior and needs, and financials (P&L) for LOB.
- Measures performance against budget and objectives to ensure that financial objectives and growth targets are met.

Operations.

Regulatory and Compliance.

- MDARD regulations and compliance
- USDA regulations and compliance

Management Responsibilities. Must be a decisive, results-oriented manager of people. Must excel in developing a highly focused, cohesive team of professionals who are comfortable being held accountable for the bottom-line results of the business.

- Hires, assesses, coaches and develops staff to optimize team and individual performance.
- Guides Natural Choice Foods to be known in the industry as delivering best in class customer service.

Key Competencies

- Knowledge of Retail is critical including understanding the key dynamics of both lines of business and the challenges, opportunities and market trends.
- Ability to anticipate changes in the marketplace and incorporates into both near and long term planning.
- Excellent communication (verbal and written) skills for assessing business opportunities and interacting with all internal organizations and business customer groups.
- Ability to build and maintain relationships with officials in regulatory agencies and participate in regional industry group-related efforts including policy discussion, formulation, and implementation
- Ability to lead with major revenue responsibility. Must have strong P&L expertise and possess a strong financial, bottom-line focus.

- Ability to think through and distill complex business issues, create scenarios based on available data and develop compelling recommendations for senior leaders in the context of overall strategy and longer term implications for retail strategies.
- Ability to lead strategy and planning processes and execute on initiatives ensuring growth, profitability, revenue and operational targets are achieved. Identifies issues and barriers to achieving goals and creates solutions to achieve desired outcomes.
- Financial and analytical skills – ability to understand both the details and the larger implications. Strong capability to effectively analyze data and utilize reporting systems (market, financial, customer satisfaction, employee satisfaction,) to identify performance gaps and opportunities for improvements.

REQUIREMENTS

Minimum Requirements – Education and/or Classes

- Bachelor’s Degree in a related field required.
- Master’s Degree in a business related field strongly preferred.

Minimum Requirements – Relevant Years of Experience

- At least five years with direct accountability of Retail Operations or Strategy required, preferably in a “best of class” organization. Five years of experience in line of business management, and/or strategic planning with progressive management responsibilities required.
- Strong collaborative and team skills.
- Ability to articulate a clear vision, map and communicate an efficient and timely path toward the execution of that vision, and motivate others towards the successful realization of that vision is required.
- Impeccable listening and communication skills, both written and verbal.
- Critical thinking skills. Must be able to take information, process it and make recommendations.
- Ability to work under pressure and meet tight deadlines as determined by state and federal guidelines.
- Expert at multi-tasking and keeping pace with a dynamic senior management team.
- Able to pioneer new ways of doing things, make significant positive impact, and manage multiple tasks effectively. Demonstrated ability to build effective partnerships and influence others whom may have different perspectives.

AUTHORITY

This position directly supervises all Retail personnel. This position directly supervises the Retail Management in each location.