

Bhakti Chai: Director of National Sales and Distribution

Bhakti Chai is seeking a natural beverage industry veteran to join our fast-growing, socially conscious company as the National Sales and Distribution Director. Headquartered in Boulder, Bhakti is an award-winning maker of authentic masala chai, made with fresh-pressed organic ginger and fiery spices, and brewed at our recently expanded Longmont facility. For more information please see www.bhaktichai.com.

About you

You have solid start up experience building a national brand and/or successfully growing a natural beverage or food brand into national distribution. You have a strong understanding of the food service (cafés) and/or natural grocery channel as well as broker relationships within the natural food and beverage industry. You have extensive experience with distribution and delivery logistics, ideally with refrigerated beverage or RTD (Ready to Drink) products. You have an understanding of product marketing, demos and product branding considerations. You are a strong leader with management experience and a deep passion to work creatively in a growing, entrepreneurial environment. You are self-motivated and results-driven, while being a fun and positive team player.

About the position

Reporting to the Founder/CEO, you will be instrumental in driving Bhakti's continued expansion outside of Colorado. Your primary responsibility will be driving new sales and distribution relationships to both the natural grocery channel and café/foodservice accounts. You will help manage relationships with existing accounts, brokers and distributors and build the infrastructure for regional and national sales growth—including oversight and management of the distribution logistics. Closely collaborating with the CEO, you will oversee existing sales efforts as well as provide oversight and inspiration to the production and delivery teams. As part of the management team, you will be involved in strategic planning, integrating sales and distribution of new products, and will act as a key liaison to marketing, inside sales, and online fulfillment.

What You Need to Send Us

If you are interested in this position and your skills/experience match those described above, please send us your cover letter and resume. Only PDF and Word documents will be accepted.

All emails must have "National Sales and Distribution Director – YOUR NAME" in the subject line.