

EMPWR – VP Sales

We are looking for a Vice President of Sales to lead and scale our commercial function in the fast-growing healthy snacking space.

This is a hands-on leadership role focused on driving profitable growth, building strong customer partnerships, and developing a high-performing sales team.

What You'll Do

Drive Growth

- Identify, pursue, and close new business opportunities across core and adjacent markets
- Lead branded contract manufacturing sales efforts
- Build and manage a strong, active pipeline through direct customer engagement
- Partner with R&D to develop products aligned with market needs

Own Commercial Performance

- Deliver on revenue and margin targets
- Manage pricing, volume, and customer mix to optimize profitability

- Translate business strategy into clear customer plans and priorities
- Establish disciplined forecasting and reporting rhythms

Lead Customer Relationships

- Serve as the primary contact for key accounts
- Build long-term, trust-based partnerships
- Understand customer operations to position EMPWR as a reliable, strategic partner
- Proactively resolve issues and ensure strong execution

Build & Lead the Team

- Lead, coach, and grow a high-performing sales team
- Create a performance-driven, entrepreneurial culture
- Partner cross-functionally with Operations, Finance, and R&D
- Implement tools, KPIs, and processes that drive results

What You Bring

- Proven success in a senior commercial role (Sales Director, Commercial Leader, or similar)
- Experience in food manufacturing, branded, or CPG strongly preferred
- Ability to operate in a fast-paced, growth-oriented environment

- Strong negotiation, relationship management, and execution skills
- Hands-on approach to forecasting, pricing, and margin management
- Bachelor's degree required; MBA is a plus

<https://www.empwrnutrition.com/>