



**SALES DIRECTOR “WESTERN CANADA”
ARE YOU A DYNAMIC SALES DRIVEN LEADER WITH A TASTE FOR CREATIVITY IN
DEVELOPING AND MAINTAINING STRONG RELATIONSHIPS WITH KEY ACCOUNTS? –
LUDA FOODS IS LOOKING FOR YOU TO PARTNER WITH OUR TEAM**

Job Description:

Plan, manage and implement strategies required to secure business to support increased company growth and profitability. Act as the main contact for LUDA’s customers and maintain/build strong key account relationships while exceeding sales targets. Lead and motivate a broker Sales Team.

As our Sales Director, you will:

- Call on potential clients/partners to introduce the company's products and services as well as identify needs and answer customers' inquiries.
- Contact regular and prospective customers to continue to develop the Food Service Market.
- Follow-up with clients after sales to provide ongoing service (samples and catalogues).
- Identify prospective customers by using business directories, following leads from existing clients, attending trade shows and conferences.
- Gather and share market intelligence and competitive information with stakeholders.
- Supervise and coach the assigned region, including performance monitoring and evaluation.
- Manage expenses and responsible for debit management.

As our chosen candidate:

You are a strong leader in Sales with a BA or equivalent experience and a minimum of 5 years of experience in Sales/Marketing. Chef experience and/or Food Service National accounts exposure are assets. Must have a valid driver license and be willing to travel 20-40%.

Here are the reasons you will want to work for us:

- Family-firm with a family ambiance: we encourage sharing and networking throughout the company.
- Competitive salaries reviewed annually.
- Yearly bonus based on objectives and profits.
- Health benefits features an individual health + dental plan fully paid by the company, and low cost for a family plan.
- Employee assistance program.
- Employee reserve program.
- Group retirement savings plan with an incentive employer contribution annually.
- Company paid training and courses.

About LUDA Foods:

LUDA Foods has been crafting soups, sauces and seasonings for the food service and industrial markets since 1951. A third-generation, family-owned company, we are humbled by the long-standing trust North American chefs, buyers and their organizations have had in our LUDA brand line of dry



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mixes and refrigerated concentrates as well as the many custom private label products we have developed. And all of them are made-to-order, right here in Canada.

LUDA Foods' specialties include gluten free, vegetarian, sodium reduced, Halal, Kosher, and clean label. Our manufacturing facility is HACCP and GFSI certified under the SQF referential, and all products comply with the GS1 FS3 certification. What is more, we are a CFIA meat and fish registered establishment with daily inspections.

Thank you for applying to LUDA Foods.

Send your resume to cv@luda.ca. Only applicants meeting our requirements will be contacted, however, even if you don't hear from us, your resume will be kept on file for future opportunities.

Summary:

Location: Western Canada
Industries: Manufacturing; Foodservice
Job Type: Regular, Full-time