

Our group SOLINA (1600 Employees, € 423 M turnover, 15 production sites in Europe and locations in 17 countries) imagines, conceives and develops ingredient solutions for food industries.

Our vision: « Create Solutions for Tomorrow's Food ».

As part of our continuous growth, we are currently recruiting

Solina Butchers and Food Service Manager W/M
Permanent contract
Location to be defined (France / Belgium / Holland) Réf 'B&FS'

Reporting directly to Group Business Development Sales Director, you will operate in the following fields :

Mission :

To be in charge of the business performance of the Butchers and Food Service Segments, on a consolidated basis for Solina group, both on the sales and contribution levels.

Define, build and implement the Butchers and Food Service business and branding strategy to capture market growth, gain market share, and extend the offer.

Responsibilities :

Segments Strategy :

Design tactics to be promoted a Market/Products/Techno/Countries approach.

Steer relevant "opportunity pipeline", new concept / product development, to "extend" business in conjunction with R&D and Solutions Management.

Check European 'Nutrition' strategy in Food Service – expected support from Laboratoire Pyc, and existing Oral Nutrition R&D team.

Competitive Analysis :

Understand, assess and analyse Solina and the competitor's position in the market (positioning and market performance).

Segments Tactics :

Promote cross-sales initiatives all over Europe, including 'Group products offer'.

Benchmark contributions, practices and define the best market way per country.

Marketing role :

Set up and implement branding strategy to define common group marketing approaches and orientations.

Build value propositions to promote the value of Solina solutions.

Measures & Metrics Performance – KPI :

Prepare monthly, quarterly reports and Business plan/budget for both segments.

Measure and plan sales performance, provide signals to re-evaluate segments plans.

Profil required / Competencies :

- Education : Business school or Food engineer.
- Experience : at least 15 years of successful experience in international businesses in the Food service industry with mostly customers customized products and a high degree of flexibility in service as well customers being mostly national and mid size enterprises. Marketing and Branding skills are a must.
- Skills and Key competencies :
 - Leadership – ability to lead a cross functional team in multi-cultural environments, set a vision, drive results- ability to act, convince and perform in matrix organizational structure. Provide leadership and coaching with passion to the sales team, development, motivation and loyalty of high- performing talents.
 - Great communicator, energetic and good organizational skills.
 - In-depth knowledge of customers, ability to identify and articulate value drivers for key customers and strategically position with business acumen.
 - Being able to effectively influence, to make decisions and ability to articulate and defend strategic insights and solutions.
- Fluency in English.
- Travelling is essential for your job (50% -70 % of the time).

If you are interested, please send your application by mail to recrutement@solina-group.fr specifying in the subject line reference 'B&FS'.