**Role Description & Person Profile**

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| **Job Title** | Sales Manager – Eastern Europe  |
| **Reports to** | Commercial Director EMEA & MENA  |
| **Business** | AB Vista |
| **Location** | Hungary  |
| **Direct & Indirect Reports** | N/A |
| **Budget Responsibility** | Setting up and executing sales plans for specific global markets. |

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| **Role Overview**Impact Statement  | We are looking for a motivated and experienced Sales Manager in Eastern Europe who will be crucial in driving growth, with specific focus on our new products in gut health performance.  |
| **Key Responsibilities** | * Develop and implement strategic plans to achieve business objectives and revenue targets.
* Identify market opportunities, industry trends, and customer needs to drive business growth.
* Lead sales efforts by developing effective sales strategies, setting sales targets, and monitoring performance.
* Build and maintain strong relationships with key customers, distributors, and industry stakeholders.
* Work closely with key accounts to ensure smooth functioning
* Maintain updated yearly forecast of products on a quarterly, monthly basis, and liaise with supply chain group
* Manage sales budgeting, forecasting, and financial planning
* Monitor financial performance, analyse variances, and take corrective actions as needed to achieve profitability goals.
* Stay informed about market dynamics, competitor activities, and regulatory changes affecting the market
* Ensure compliance with local regulations, industry standards, and company policies.
* Identify and establish strategic partnerships with suppliers, service providers, and other stakeholders to support business objectives.
* Identify and mitigate operational risks to safeguard business continuity and reputation.
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| **Key Stakeholders** | AB Vista Regional Sales DirectorsAB Vista Distributors |
| **Other Factors**Travel, shift pattern, working hours, Licence type etc. | 60% travel  |

**Person Profile**

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| **Required experience, qualifications, and necessary knowledge**  |
| **Essential** | **Desirable** |
| * Qualified to a minimum bachelor’s degree in science, Veterinary Science, or related field.
* A good understanding of feed and livestock industries with a proven track of accomplishment in animal nutrition and feed additives/ingredients industries.
* Fluent in written and spoken English
* Demonstrable experience in Sales
* Strong negotiation skills
* Ability to put together a strong business case including financial implications
* ''Vista is looking for looking for candidates from CEE locations with following experience: gut health solutions: prebiotics, probiotics, postbiotics, yeast products phytobiotics
* few years' experiences in animal industry selling into farm levels, distributors and feed mills.
 | * Another Eastern European language
* Russian language as additional to another Eastern Europe native.
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| **Key Behaviours** | * Innovative and capable of broad thinking but with a practical edge that gets things done.
* Organised, flexible, self-motivated and ambitious
* Good communication, time management and interpersonal skills.
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| **AB Agri High Performance Framework** | Our high-performance framework is a set of guiding behaviours which have been created with people from across our businesses to enable great performance across the organisation. The focus is on what you can do to demonstrate high performance in your role, as well as the behavioural inputs to assist you getting there. * Pioneering – Curious, spirited and bold. We lead the right way.
* Excellence – We seek excellence in all that we do.
* Growth – We create ways for our people and customers to thrive. That’s how we keep making a difference.
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