

POSITION DESCRIPTION

Position Title: Business Manager/品尝世界业务经理（主管）; World Taste for China Market

Reports to: President; BCFoods China Operation Center

Location: Beijing, China and Santa Rosa & Davis, CA, USA

POSITION SUMMARY:

BCFoods is a leading food ingredients supplier to industry users worldwide. We have offices in Santa Rosa, CA (HQ), Davis, CA and Bolingbrook, IL. Our operations include warehouses in Bolingbrook, IL and Western Europe. We also have plant operations in Bolingbrook, IL and 2 facilities in China (Gansu and Shandong).

In addition to our own current operations we also plan to develop China market as “Taste of the world” business subsidiary under same brand umbrella by importing foods to China, focus on nuts, dried fruits, snack foods and wines. We have Beijing and Qingdao office already and will plan to open other regional offices in China, such as Shanghai, Guangzhou, Xi’an in 2016.

This position is mainly based in Beijing with liaison offices in Davis & Santa Rosa in California and Chicago in Illinois, USA and London & Hamburg in Europe. The position is executive position orientated, leading “taste of the world” subsidiary for all “O to O” business. The main job responsibilities include:

- Developing plans, strategies and tactics to meet annual budget margins (category P&L responsibility),
- Sourcing and importing from different countries
- Wholesale to China regional companies
- Online promotion and sales all China, starting from Beijing, Qingdao, Shanghai, Guangzhou, Xian regions
- Off Line or local store services for major cities of China
- Demonstration display in Beijing
- Understand the market trend, consumers shopping styles, global industry and convert to BCFoods action plans
- Provide focus and direction to the organization with regard to strategic priorities;
- Develop and maintain key vendor relationships and support the introduction of new products through the execution of supply chain development initiatives.

MAJOR DUTIES:

- Develop and Report Key Metrics to measure Business; REPORTING of Monthly Business P&L, Metrics that align with business progress and highlight/track improvement in key areas relating to cost, quality, delivery, growth, P&L

- Global Awareness of Business, and how that impacts the business.
- Marketing tools to drive sales, provide key tools for sales personnel to be effective.
- Develop; present and implement business plans for assigned category.
- Lead cross-functional teams to drive new opportunities and provide focus and direction to ensure supply chain CQD requirements are achieved.
- Ensure contracts and/or spot buy's are initiated and manage as necessary to fulfill market demands.
- Work closely with our own worldwide partners and vendors to ensure CQD objectives are met and to ensure integrity of the supply chain. Proactively mitigate vendor failures to perform by understanding market dynamics and developing multiple sources for every product being purchased.
- Assist in identifying new product trends, technologies and opportunities that will assure the group's continued competitiveness.
- Develop and maintain competitor profiles that include their strengths, weaknesses, strategies, technical capabilities, product portfolios and marketing initiatives. Monitor their activities to identify changes in their strategies and proactively develop strategies for ~~FDP~~BCFOODS "taste of the world" subsidiary to take advantage of perceived weaknesses thereby enhancing ~~FDP~~BCFOODS' market position.
- Assist in establishing department budget requirements.
- Full ownership of P&L, and that there are no boundaries. If new supply chains are needed, actively create or ensure they are created. If new production capability is needed, actively lead to ensure that is done. If new sales channels are required, take ownership to ensure those are in place. Whatever the barriers are to achieve P&L goals, both tactical (within the year) and long term; ensure that BCFoods "taste of the world" is on track to achieve those goals.

KNOWLEDGE, SKILLS, ABILITIES:

- Position requires a minimum of a Bachelor's Degree and 3-5 years E-commerce on food industry experience with a background in procurement, business development or marketing or MBA degree in USA with less working experience.
- An understanding of E-commerce is essential.
- Critical skills are the ability to develop sound business strategies, strong leadership skills to drive cross-functional teams, ability to handle multiple projects, strong analytical and financial skills, highly developed communication skills, both written and oral and strong interpersonal skills.
- Bi-Lingual; English and Mandarin Chinese; both oral and written

JUDGMENT:

Analytical / Interpretive Complexity:

Must be able to prioritize and lead projects. Must be able to understand and interpret market and customer needs while effectively finding/managing vendors to support these market opportunities. Must be able to create



strategies to capitalize on strengths, market needs and competitor weaknesses.

Planning:

A minimum of 50% of the time should be spent on planning and analyzing the business to drive growth and meet organizational requirements. Lead and prioritize projects to meet objectives.

Supervision

Minimal supervision required. Direction and objective setting with periodic progress updates. Must be able to work independent of immediate supervisor

CONTACTS:

Internal:

Daily contact with worldwide partner or vendors and all departments especially planning/procurement, QA and technical, international services and sales. Contact with BCFoods China Operation Center Senior Management as appropriate.

External:

Close contact with key vendors is required. On-going interaction with commercial/trade vendors (e.g. market research firms, consultants, agencies) and key customers as necessary.

WORKING CONDITIONS:

Normal working conditions are in an office location with approximately 30 - 40% travel. This includes both China regional offices and worldwide partner or vendor sites and trade shows as necessary to support sales initiatives.

APPLICATION FOR THIS POSITIONIN:

Candidates must provide:

- Resumes and cover letter
- College degree certificate and transcripts
- Two formal reference letters
- Available starting date

Compensation: Position will include salary, bonus and benefits. Salary will vary; directly linked to the level of experience and match to the skills listed above. The bonus will be directly linked with performance.

Time Frame:

- May 1st to May 20th: Collect Resumes
- Mach 20th to May 30th: Initial phone interview
- June 1st to June 10th: Physical interview
- June 15th: Job offer

Send Application to worldtaste@bcfoods.com