



## CPG and Retail Analytics VP of Sales

United States: Full Time / Remote

**The Retail & Consumer Packaged Goods (CPG) Leader** is responsible for driving the growth and success of our practice focused on the retail and CPG sectors in the field of data and analytics services. This role requires a combination of technical expertise, industry knowledge, and leadership abilities to sell our innovative solutions to our retail and CPG clients. The Sales Leader will collaborate closely with cross-functional teams to develop and execute strategies that address the unique challenges and opportunities in the retail and CPG industry. The Sales Leader will provide strategic leadership, drive revenue growth, deliver high-impact analytics solutions, and drive new business through partners and direct.

### Key Responsibilities:

#### 1. Sales Development:

- Develop and implement a comprehensive sales growth strategy for the retail and CPG practice, aligned with the company's overall business objectives.
- Identify **new business** opportunities and cultivate relationships with key stakeholders in the retail and CPG industry.
- Stay updated on industry trends, consumer behaviors, and emerging technologies to drive innovation within the practice.

#### 2. Client Engagement:

- Act as a trusted advisor to retail and CPG clients, understanding their business needs, and providing tailored data and analytics solutions.
- Lead client engagements, including scoping projects, defining deliverables, and managing successful project execution.
- Collaborate with cross-functional teams to ensure high-quality delivery of projects within agreed timelines and budgets.

#### 3. Team Leadership:

- Provide mentorship and guidance to team members, supporting their professional development and career growth.
- Help set goals, and ensure the team's productivity and effectiveness.

#### 4. Thought Leadership:

- Establish the company and the retail and CPG practice as a thought leader through speaking engagements, whitepapers, industry conferences, and other relevant forums.
- Contribute to the development of intellectual property, methodologies, and best practices specific to the retail and CPG domain.

### Key elements for the role:

- 15+ years of experience in sales, with a background in the retail and/or consumer packaged goods industry, with a focus on data and analytics.
- Proven track record of successfully leading sales in the retail and CPG domain.
- Strong knowledge of data analytics techniques, tools, and platforms relevant to the retail and CPG industry.

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- Excellent understanding of retail and CPG business processes, including supply chain management, pricing, marketing, and consumer insights.
- Exceptional leadership skills, with the ability to inspire and motivate a diverse team.
- Excellent communication and presentation skills, with the ability to effectively engage and influence clients and stakeholders.
- Strong business acumen and strategic thinking abilities.

**Education:**

- Bachelor's degree in a relevant field (e.g., business administration, marketing, data science). Advanced degree preferred.
- Preferably MBA

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