

# **ACH FOOD COMPANIES, INC.**

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## **Sr. Associate Brand Manager** **Position Prospectus**

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Vaco Operations (a division of Vaco) has been retained to complete this search for ACH Food Companies, Inc. If, after reading the following details, you feel you are qualified and interested in this exciting opportunity, please forward your executive profile/resume to one of the Vaco Executive Search consultants below:

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## THE COMPANY STORY

ACH FOOD COMPANIES, INC.

### *ACH Overview*

ACH is an indirect wholly-owned subsidiary of Associated British Foods (LON: ABF), a diversified international food, ingredient and retail group with global sales of \$16.3 billion.

At ACH Food Companies, Inc., we're focused on brands that are #1 or #2 in their categories. In North America, we market, sell and manufacture a premier branded portfolio of cooking oils, spices and seasonings, baking ingredients and foodservice brands in the US, Canada, Puerto Rico and Mexico.

A cornerstone of ACH's portfolio is cooking oils. ACH is one of the largest branded consumer oil manufacturers and marketers in North America, featuring [Mazola®](#), the leading corn oil brand in the USA and Canada, and [Capullo®](#) canola oil, the leading premium canola oil brand in Mexico.

ACH is the second leading manufacturer and marketer of spices and seasonings in North America including [Spice Islands®](#), [Durkee®](#), [Weber® Seasonings](#), [Tone's®](#), [French's®](#), and [Patak's®](#) — the leading brand of Indian sauces, pastes and shelf-stable meals.

When it comes to baking, ACH features such trusted and loved brands as [Fleischmann's®](#) yeast, [Argo®](#) corn starch and baking powder and [Karo®](#) corn syrup.

### *ACH Roots*

ACH Food Companies, Inc. originated in 1995 when Associated British Foods purchased Kraft's food ingredients business. That business, upon ABF's purchase, was named AC HUMKO (which later became ACH Food Companies, Inc.) was primarily focused on manufacturing and selling edible oils through commercial and food service channels. In the years that followed, ACH focused on building its consumer branded and foodservice customer bases.

- In 2002, ACH acquired the [Mazola®](#), [Argo®](#) & [Kingsfords®](#), [Karo®](#), [Henri's®](#) and [Golden Griddle®](#) brands from Unilever.
- In 2004, ACH grew substantially through the acquisitions of Tone Brothers, Inc, a leading national manufacturer of spices and seasonings.
- In 2005, ACH assumed responsibility for the consumer yeast business, [Fleischmann's®](#) Yeast.





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In 2007, ACH assumed responsibility for the distribution of Patak's® Indian food products in the United States. That same year, ACH acquired Unilever's oil and baking brands in Mexico (Capullo®, Inca®, Karo® and Aladino®) which ultimately led to ACH establishing an independent company, Alimentos Capullo, which is headquartered in Mexico City.

In 2008, ACH entered into a joint venture with Archer Daniels Midland called Stratas Foods LLC. ACH combined its non-branded packaged oil business with that of ADM to create the commodity-based Foodservice and food ingredients oils businesses and private label oils, enabling the company to place greater strategic focus on branded consumer food products.

ACH is committed to growing organically through the innovation of its current brands and through acquisitions. Internally, focus is placed on recruiting and retaining the industry's leading talent by offering employees a great place to work and providing enriching opportunities that enable employees to develop and expand their careers.

## ACH PRODUCTS

ACH FOOD COMPANIES, INC.

### *Oils*

Since 1911, family cooks and restaurant chefs have relied on [Mazola®](#) to deliver great-tasting, high quality food. From marinating and sautéing, to deep frying and baking, these oils perform reliably dish after dish. Whether you choose our corn or canola oils, olive oil or cooking sprays, [Mazola®](#) products play an important role in improving the American diet and helping people eat healthy. These trans-fat free oils offer a healthier alternative to butter and oils with more saturated fat. Visit [www.mazola.com](http://www.mazola.com) for more information about Mazola branded products.

### *Spices, Seasonings and Sauces*

From quick snacks to elegant five-course meals, cooks from every background rely on spices manufactured by ACH to make their dishes memorable. In fact, all our spices and seasonings brands [Spice Islands®](#), [Durkee®](#), [Weber® Seasonings](#), [Tone's®](#) and [French's](#) are made at our manufacturing facility in Ankeny, Iowa, the largest spice manufacturing facility in the world. For information about our amazing array of spice branded products, go to [www.spiceadvice.com](http://www.spiceadvice.com). Our line of Indian food products is sold under the [Patak's®](#) brand, the leading Indian food brand in the United States.

### *Baking Enhancements*

Cooks and bakers who take pride in serving great food know to start with proven baking brands from ACH. [Karo®](#) corn syrup, [Argo®](#) & [Kingsford's®](#) corn starch and baking powder and [Fleischmann's®](#) yeast brands are recognized for superb quality and reliability. We also offer Golden Griddle® pancake syrup, a brand that has been *served to many generations of pancake lovers.*

### *Foodservice*

Foodservice customers rely on us for high-quality ingredients in foodservice-friendly quantities. From [Tones's®](#) and [Durkee®](#) core spices, herbs, seasoning blends, extracts, flavorings and food colors, to [Argo's®](#) ideal thickeners for sauces or gravies, we are every chef's secret weapon. For dessert chefs, there is [Karo®](#) in light and dark varieties. We also offer trusted salad dressings in easy-pour containers as well as portion packs from [Henri's®](#). We even provide the exotic profiles of the east with [Patak's®](#) pastes and sauces, complex blends of freshly ground spices and herbs.



## ACH PRODUCTS

ACH FOOD COMPANIES, INC.

### *Alimentos Capullo*

Food is at the heart of Mexican culture and Alimentos Capullo takes pleasure in being a part of it. Capullo® and Inca® brands are two of the most popular oil and fats brands among Mexican cooks. Aladino® peanut butter, Karo® syrups, and Tones® spices are also much-loved staples in the cucina. For more information about the Alimentos Capullo brands, go to [www.alimentoscapullo.com](http://www.alimentoscapullo.com).

## THE POSITION

ACH FOOD COMPANIES, INC.

### *Sr. Associate Brand Manager*

#### **Job Purpose**

Leads and assists in the development and implementation of marketing initiatives for a portfolio of brands that will positively drive the Division's growth and profit objectives. Position will provide the training and experience to potentially grow into a Brand Manager role.

#### **Primary Duties and Responsibilities:**

##### **Strategic Planning/Research**

- Works with marketing research to plan and conduct qualitative and quantitative research to identify brand opportunities related to consumer communication, package redesigns and new products/line extensions.
- Assists in the development of annual brand plans and the tactical execution of the plan to achieve targeted business goals.
- Develops customer account plans to grow top accounts that include merchandising and trade strategies.
- Prepares sales forecasts for existing business, distribution gains and new items/product lines.
- Pro-actively analyzes IRI/Nielsen data, P&L and competitive landscape and recommends/implements actions for issue resolution.

##### **Product Development**

- Assists/Leads cross functional teams in the development and launch of package redesign and brand line extensions. This includes 'soup to nuts'. Will be responsible for coordinating item set up and developing sales materials and presentations.
- Assists with internal product issues (e.g. production, expiry, quality, packaging, etc.).
- Leads national/custom display and shipper development including cost analysis, design, item set up, forecast, etc.
- Monitors trends and competitor new product launches and recommends actions based on findings.
- Leads the R&D team in assessing product quality levels as it relates to the competitive set and recommends changes to the current portfolio.

##### **Consumer Promotions/Advertising**

- Works with agency partners to develop and execute consumer and trade programs designed to achieve marketing objectives. Includes FSI development, in-store activities, sampling, sweepstakes, and advertising.
- Coordinates the development, production and distribution of promotional materials.

## THE POSITION

ACH FOOD COMPANIES, INC.

- Manages the interface with coupon distribution and redemption services on assigned brands. Tracks coupon redemptions/costs and communicates to the Brand Manager.
- Manages advertising deliverables including print and on-line and ensures that projects are on time and on budget.
- Researches and develops social media strategy and recommends a plan of action.

### **Pricing**

- Understands portfolio pricing strategies, monitors competitor pricing, and recommends pricing actions that improve competitiveness while maintaining brand strategy.
- Assists in maintaining product price list and communicating price changes to appropriate cross functional team member(s).
- Assists Brand Manager in developing new business contract bids which include volume forecast, pricing strategy, and production/capacity implications.

### **Analysis**

- Reviews and interprets syndicated consumption data on a monthly basis.
- Identifies, analyzes and quantifies new distribution and sales channel opportunities.
- Conducts monthly analysis of sales performance vs. budget, identifying shortfalls and recommending corrective action.
- Compiles and analyzes data to evaluate research and promotion programs, as assigned for ad hoc summaries, business reviews, etc.
- Develops brand tracking reports/analysis tools and recommends corrective actions as necessary.

### **Communication**

- Leads internal and external communications for assigned projects.
- Liaison with agency partners, data suppliers, and other outside vendors.

### **Additional Responsibilities**

- Performs and assumes other duties and responsibilities as may be required by the Brand Manager.
- Updates brand(s) content information on the company intranet.

### **Education / Experience / Skill / Competence Requirements**

Undergraduate degree with Marketing/Business emphasis or equivalent. MBA highly preferred.

2-3 years of packaged goods marketing experience (preferably food) demonstrating increased areas of responsibility.



**Skill/Competence:**

Strong track record in developing Marketing ideas/programs that delivered positive business results. It will be important for the individual to have managed an established brand and to have led the commercialization of new products/line extensions.

Ability and passion to get things done in an entrepreneurial manner sometimes without the guidance of established procedures and/or other support. Ability to collaborate, lead, influence and inspire the cross functional team.

Ability to understand multiple pieces of data and gain insight and/or develop clear and simple action plans from the data.

Strong written and oral communication skills as well as presentation skills. Must be comfortable presenting ideas in a convincing manner to senior level management.

Ability to work on multiple projects simultaneously; excellent organizational skills.

**Equipment/Software:**

Proficient use of Windows applications (Word, Excel, PowerPoint, etc.). Knowledge of ACNielsen or IRI. Exposure to custom consumer research like volumetric, concept, IHUT, and TURF is highly desirable.

## THE LOCATION

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ACH FOOD COMPANIES, INC.

### *Oakbrook, IL*

ACH's executive offices as well as the sales and marketing groups are located in the Chicago-land suburb of Oakbrook. From this venue, employees work to directly support ACH customers by developing marketing plans and strategy for existing and new products.

Oakbrook also has a fully-appointed test kitchen. Here, marketing and product development teams test potential new products and develop and test recipes.

Oakbrook's location offers the best of two worlds. Oakbrook has quiet, scenic neighborhoods, excellent schools, beautiful parks and several recreational areas. Golf and tennis are popular, and there is a passion for polo.

Only a few miles away is Chicago on the shores of Lake Michigan. This vibrant city offers world-class shopping, internationally acclaimed museums, amazing architecture and professional sports teams. Although known for blues and jazz, Chicago offers something for every music lover. Chicago is also a food lover's paradise, from the deep dish pizza to the kielbasa, there are thousands of delicious options in between.



## ABOUT VACO and VACO OPERATIONS

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Vaco was founded by three Big 4 alumnae who saw a unique opportunity to holistically serve the senior-level strategic hiring needs, whether project or permanent, in all areas and scope of executive level management for the most discriminating clients. Vaco accomplished this by establishing an unparalleled network of like-minded, pedigreed industry veterans across the nation. Since inception Vaco has delivered over ten thousand successful engagements to thousands of our clients ranging from executive-level talent acquisitions to complex Sarbanes-Oxley implementations.

Vaco not only executes executive searches but also delivers complex consulting services. As a result, we frequently act as business advisors to our clients and routinely spend significant time with our clients' executive management team. This gives us deep and direct knowledge of the competency of many qualified candidates and an unrivaled referral source of exceptional talent. Vaco's practice of injecting an understanding of culture into the process while consistently delivering excellence solidifies the relationships and trust of those we serve.

Vaco Operations is a division of Vaco specializes in the following disciplines for permanent placement: Sales, Marketing, Human Resources, Executive Assistants

## WANT TO KNOW MORE?

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[ACH Foods Website: www.achfood.com](http://www.achfood.com)

[Vaco Website: www.vaco.com](http://www.vaco.com)

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