



Commercial Director for FMCG scale up

Who are we?

PlanetDairy ApS is on a mission to make climate friendly dairy products under the brand name Audu. We love dairy, but we are not bound by tradition. We use modern science to create dairy that's better for the planet, but without compromise on taste and nutrition. Our technology uses fewer cows or no cows, combining plants with milk proteins or with proteins coming from precision fermentation. Our products should make the shift to new dairy with less CO2 easy. We have developed and launched our first cheeses in Denmark and are looking to grow the product portfolio, the geographical scope and our team significantly in the coming years.

Purpose of the role

The Sales Director / Commercial Director will be at the forefront of our scaleup journey. You will be instrumental in building customer relationships and driving consumer engagement and sales across markets and channels.

Your key responsibilities will be to

- Develop and drive the commercial growth strategy for expansion across markets and channels focusing on both branded and private label business
- Grow and manage the dairy category in collaboration with customers whilst optimising the company P&L
- Execute sales plans and optimise pricing and promotion strategies
- Build relationships with Key Accounts, lead contract negotiations and drive joint customer planning
- Develop and drive the Audu brand agenda in selected geographies
- Build and lead the commercial team
- Secure and oversee efficient customer service

We look for personal qualifications such as

- Demonstrated success in developing and executing sales strategies hands-on that result in rapid revenue growth
- Excellent communication and negotiation skills, with a customer-centric mindset
- Results-oriented with a track record of exceeding sales targets in a fast-paced environment
- Entrepreneurial mindset, with an ambitious personality with a desire to take ownership and responsibility
- Intrinsic drive to contribute to building a successful company challenging established players in the dairy industry

We also appreciate professional qualifications such as

- Min, 10 years experience from sales/commercial roles in food/FMCG
- Experience and network within main retailers in one or more countries in Northern Europe
- Experience from start-up/scale-up is an advantage
- Fluent in Danish and English
- Master degree

What do we offer?

This is a fantastic opportunity for a highly motivated and focused professional to join a position where you will report directly to the CEO and work closely with an experienced and passionate team. The compensation package is competitive and will include ownership shares for the right candidate.

For more information please contact CEO Jakob Skovgaard at js@planetdairy.com.