

Company	ANINA Culinary Art
Industry	Plant-Based Food Innovation
Position Needed	Field Sales & Marketing Representative



Case Study

Sourcing Stand-Out Field Sales & Marketing Representative Candidates for ANINA

CHALLENGE

After launching in a smaller test market abroad, the company was ready to launch its product in the US. The ideal candidate needed to exemplify a retail-friendly sales persona that represents the brand with full enthusiasm, be able to capture the attention of prospective customers authentically, and have interest in growing quickly to potentially lead a regional team of brand ambassadors in the field. The role required on-the-ground presence for events, in-store demos, and familiarity with the full spectrum of diverse food supply chain colleague cultures. It was key to find a candidate who maintained interest in the boots-on-the-ground representation in stores while having a high-level strategic mindset, ability to identify key metrics for testing in new markets, and a longer-term career growth trajectory of becoming a sales leader within the company. Before engaging with Food Impact Partners, ANINA was struggling to find the right candidates that fit the unique set of requirements. Their job post received many applications, but none of them fit the superstar profile they needed to “knock it out of the park” with the company’s first launch in the US.

RECRUITMENT GOALS

- **Sales Proficiency:** Identify a candidate with a relatable, in-store presence who can enthusiastically showcase the product in natural grocery markets.
- **Mission Alignment:** Ensure the candidate's decisions and work are aligned with the company's mission to amplify food innovation at the juncture of food waste and optimal nutrition.
- **Key Account Development:** Find a candidate who can develop and coach a team and also has a sincere desire to manage data-driven sales decisions.

RECRUITMENT PROCESS

- **Understanding Client Needs:** Conducted comprehensive discovery call and fully fledged intake on the specificities of the role with the client to understand the specificities of the company's business plans, product, culture, needs for this role, and mission-driven requirements for the new hire.
- **Sourcing Strategy:** Targeted candidates with Senior Brand Ambassador-like roles, finding the balance between recent grads and early career hunger and high-performing, strategic minds.
- **Comprehensive Assessment:** Implemented a rigorous 5-step interview process, including:
 - **Initial screening** and background evaluation.
 - **Hiring manager assessment** to evaluate greatest sales wins, hard-to-reach stakeholder management, and career aspirations.
 - **In-depth interview** focusing on depth of knowledge in the alternative protein industry and sincere investment of career pivot to the niche field.

TIMELINE

Expedited Timeline: ANINA was short on time and needed to find and hire a rockstar, fast. Food Impact Partners launched the search at the beginning of June 2024, and the new hire joined the company less than 4 weeks later, successfully meeting the initial intention of having this new hire join the launch in Los Angeles by July 1st.

OUTCOME & IMPACT

Selected Candidate: Full team representation for the US market launch was achieved. A highly skilled Field Sales and Marketing Representative who demonstrated exceptional sales proficiency and genuine alignment to the product joined the larger team at the specific time frame demanded. The candidate came from our sourcing efforts only after considering a diverse grouping of candidates from the client's network, our talent database, and targeted InMail campaigns to fresh talent.

CONCLUSION

Food Impact Partners demonstrated their ability to understand the client's unique technical and cultural needs, implement a robust and thorough recruitment process, and deliver an exceptional candidate who not only met the requirements but delightfully surprised the client. With the networking efforts from our conferences, events, designed email campaigns, newsletters, and custom connections, the options for the client were a spectrum of consideration, allowing the client to feel empowered to compare the market and choose the best match for the team only they know best how to grow.

TESTIMONIAL

"The candidate we ended up hiring is exceptional. One of the best 3-4 hires I've ever had!" - David Benzaquen, Founder & CEO, Mission Plant