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Western Region Market Manager, Cannabis-Adjacent Business (LA, Denver, Las Vegas, possibly other)

Our client, a cannabis-adjacent business with a unique retail dispensary offering, is on a mission to revolutionize a specific facet of the cannabis industry.

Towards that end, they have engaged Delta 9 Search to find for them a Market Manager for their Western region to help them continue their meteoric growth in Washington, Oregon, California, Nevada and Colorado.

Responsibilities:

The Market Manager will be a “player/coach”, with revenue growth responsibilities from both personal efforts and those of his or her team.

As an individual contributor, the Market Manager will keep attend relevant industry events and conferences, building and growing the network of businesses distributing our client’s products both at these events and beyond, whether in-person at the store level or through pop-up events, as well as through researching, identifying and acquiring new sales and distribution partners in both previously identified and as-yet-unidentified markets.

From a management perspective, the Market Manager will oversee all marketing activity to ensure continued fit with the company’s overall strategy. He or she will hire and grow the sales team, developing and training it in best-in-class sales and client management techniques, ensuring the team meets and/or exceeds all production/revenue goals, developing and maintaining an exceptionally professional sales organization with a culture of high performance.

Additionally, the Market Manager will maintain a very strong command of the trade channel, competitor product offerings and developments within the regulatory environment, using this knowledge to facilitate sales while also adding to the company’s social media and web pages when possible.

Finally, the Market Manager will regularly report on their own and the group’s sales activities/forecasts/results to the company’s executive management.

Requirements:

- 7-10+ years experience in sales within tobacco, beverage or CPG markets.
- 3-5+ years experience of sales management experience in the above.
- Proven results in both personal sales and sales management.
- Experience operating autonomously but within a structured corporate environment.
- Exceptional professionalism with a broad array of client types.
- Inspirational, empowering leadership.
- A Bachelor’s degree in business is highly preferred.