

## **Head of Sales**

**Location:** Hybrid (5-10 working days a month on site at Psaltry International, Oyo State)

**Reports to:** Managing Director / Commercial Director

**Level:** Mid-Senior (Pathway to Commercial Leadership within FMCG)

### **Role Purpose**

The Head of Sales will lead market development and revenue growth for Psaltry's cassava derivative products: high-quality cassava flour (HQCF), food-grade starch, hydrogen, glucose, and sorbitol. The role requires building and managing a solid pipeline of industrial customers across Nigeria, West Africa, and export markets, translating production capacity into sustained order books, and positioning Psaltry as a reliable, high-quality supplier within the FMCG ingredient ecosystem.

### **Key Responsibilities**

- Develop and execute a market expansion strategy for HQCF, food-grade starch, and sorbitol targeting B2B customers in the food, beverage, and personal care sectors.
- Build and manage a sales pipeline across local, regional, and export markets, converting prospects into long-term supply contracts.
- Maintain active relationships with corporate clients and distributors, ensuring product quality, order fulfilment, and customer satisfaction.
- Negotiate pricing and supply terms in collaboration with the finance and production teams to optimize margins.
- Deliver monthly sales forecasts and revenue reports, aligned with factory capacity utilization.
- Identify new market opportunities and emerging demand trends for cassava derivatives (e.g., import substitution, green chemistry).
- Represent Psaltry at trade missions, expos, and export promotion platforms to grow brand recognition.
- Develop market intelligence reports covering competitors, price movements, and demand projections.

### **Qualifications and Experience**

- Bachelor's degree in marketing, Business Administration, Agriculture, or related field; MBA is an advantage.
- 6–10 years' experience in **B2B sales or business development** within agro-processing, industrial raw materials, or FMCG supply chains.
- Demonstrated success in selling **ingredients or intermediate inputs** to manufacturers (e.g., flour, starch, sweeteners).
- Experience managing export or regional accounts within Africa preferred.
- Proficiency in CRM tools, pipeline management, and reporting systems.

### **Core Competencies**

- Entrepreneurial mindset with strong commercial acumen.
- Excellent negotiation, networking, and presentation skills.
- Ability to translate technical product attributes into commercial value.
- Self-driven, adaptable, and comfortable working remotely with periodic factory visits.

### **Career Progression**

This role offers a defined pathway toward **Commercial Director / Regional Business Development Lead** positions within the FMCG ingredients and agro-industrial sectors.