



VP of Sales & Business Development

Full-time / Location: Boston, MA | Aliso Viejo, CA | Remote

Ayana Bio

Ayana Bio uses plant cell cultivation to grow plant materials without growing them in the ground. Ayana Bio focuses on creating ingredients that leverage plant bioactives for health and wellness products. Plant cell-derived ingredients solve many of the sustainability, purity, safety and ethical concerns in current botanical supply chains. Ayana Bio collaborates with global industry leaders in food, beverage, dietary supplement, sports nutrition, animal care and skin care to bring the power of plant bioactives to the mass market at scale. Ayana Bio has partnered with the global leader in synthetic biology, Ginkgo Bioworks, to select, optimize and scale plant cell-cultivated ingredients. Ayana Bio is backed by prestigious investors, Viking Global and Cascade, to democratize nature's bioactives. For more information visit www.ayanabio.com.

General Role Description

We are looking for an experienced and strategic Vice President of Sales and Business Development that will be on Ayana Bio's Leadership Team with a minimum of 15 years of demonstrated success in the dietary supplement and food ingredients markets. This role requires a deep understanding of ingredient market trends and customer needs for the health and wellness industry as well as significant expertise in business development. The ideal candidate will possess a track record of building and nurturing successful business relationships to drive sustainable growth and have a passion for health and wellness. This role will report to the SVP of Commercial & Operations.

Key Responsibilities

- Sales Strategy and Business Development:
 - Develop and implement a comprehensive sales strategy aligned with Ayana Bio's business objectives, with a strong emphasis on business development.
 - Leverage extensive industry knowledge to identify and capitalize on new market opportunities and partnerships.
 - Forge and maintain strategic alliances with key stakeholders to drive revenue growth.
- Team Leadership:
 - Develop a strategy to build, lead, mentor, and inspire a high-performing sales team with a focus on both traditional sales and business development functions.
 - Foster a collaborative and results-driven culture within the sales organization.
 - Provide coaching and professional development opportunities for team members.
- Customer Relationship Management:
 - An ideal candidate will bring an extensive network of potential customers.
 - Build and maintain strong relationships with key customers and strategic partners.
 - Utilize business development skills to identify and secure new partnerships that contribute to overall revenue growth.
 - Work closely with the marketing team to develop effective promotional campaigns and sales materials.
 - Build, maintain, and optimize the Ayana Bio customer database (CRM).



- Performance Metrics and Reporting:
 - Establish and monitor key performance indicators (KPIs) to measure the effectiveness of sales and business development strategies.
 - Provide regular and insightful reports to the executive team on sales performance, market trends, and competitive activities.
- Sales Training and Development:
 - Implement ongoing training programs to enhance the skills and knowledge of the sales team in both traditional sales and business development.
 - Stay abreast of industry developments and provide guidance on adapting sales strategies accordingly.

Qualifications

- Bachelor's degree in business, marketing, or a related field; MBA is a plus.
- Minimum of 15 years of successful sales leadership experience in the dietary supplement or food industry, with a strong emphasis on business development.
- In-depth knowledge of food, beverage, dietary supplement and sports nutrition products and the ability to communicate their benefits effectively.
- Exceptional leadership, communication, and interpersonal skills.
- Proven track record of meeting or exceeding sales targets through business development initiatives.
- Ability to travel nationally and internationally as needed, up to 50% (tradeshows, customers etc.)

We also feel that it's important to state the obvious here: Our industry lacks diversity, and that needs to change. Our goal is to help drive that change. Ayana Bio is deeply committed to diversity, equity, and inclusion in all its practices, especially when it comes to growing our team. Our culture promotes inclusion and relishes the opportunity to work with people from all walks of life.

We are developing a powerful biological engineering platform and must remain mindful of the many ways our technology can – and will – impact people around the world. We care about how our platform is used. Having a diverse team to build our platform gives us the best chance to create something we'll be proud of as it continues to grow. It is critical that we incorporate diverse voices and visions to create a more equitable future of biology.

It is the policy of Ayana Bio to provide equal employment opportunities to all employees and employment applicants.

Applying for This Position

Please send your CV to careers@ayanabio.com. Write "VP of Sales & Business Development" in the subject line. You will receive an application form to fill out if you are selected for an interview. Thank you!

E-Verify

Ayana Bio is enrolled in E-Verify. E-Verify is an internet-based system that compares information entered by an employer from an employee's Form I-9, Employment Eligibility Verification, to records available to the U.S. Department of Homeland Security and the Social Security Administration to confirm employment eligibility.