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Title: Director of Ecommerce Marketplace

Department: Sales

Reports To: VP Business Development

Location: Seattle or Chicago preferred, open to other locations in the Continental US **FLSA Status:** Exempt

Office Hours: M-F, 9a-6p CT **Travel:** Negligible

SUMMARY

The Director of Ecommerce Marketplace is responsible for driving rapid expansion of revenues and profits via the Ecommerce Marketplace channel. The position is responsible for driving growth through the deployment of resources including advertising and promotional budget. The role is responsible for continuing and expanding on existing efforts to enforce MAP Policy, with the objective of swiftly achieving a uniform Marketplace position for the portfolio. The position is responsible for driving top line revenue growth while laying the foundation for opportunities to expand margin and grow the bottom line as the Marketplace landscape becomes streamlined and optimized.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Direct the sales and marketing activities for the Company's Ecommerce Marketplace channel (Amazon.com, Jet.com, iHerb.com and more); manage direct relationships with Marketplace accounts and leverage specialty Marketplace management partners.
- Drive significant revenue growth through the Marketplace channel.
- Develop and present a marketing and advertising budget to drive Marketplace channel sales; update quarterly and adhere to guidelines regarding pricing, promotional strategy, and advertising budget once established, presented to and approved by Leadership.
- Identify opportunities to expand the breadth of product portfolio positioned to the Marketplace channel; conduct competitive set analysis to inform positioning and create a roadmap for gaining market share.
- Adhere to Company vision and mission; adhere to brand strategy and creative direction.
- Oversee the Company's Minimum Advertised Price (MAP) Policy programming.
- Identify opportunities to leverage business with the Company's bricks-and-mortar retail partners to expand brand awareness and facilitate growth in Marketplace sales.
- Conduct a thorough review of the Company's global reach via the Marketplace channel; collaborate with Company's Operations and Corporate Governance leadership to advise on changes to practice or policy, and to suggest new pathways for growth.
- Dialogue with legal advisors as directed regarding matters such as Terms & Conditions, MAP Policy, Supply/Distribution Agreements, and Trademarks & Copyrights.
- Identify opportunities to acquire brand-loyal customers and capture their data (in accordance with prevailing laws and regulations)

