

JOB DESCRIPTION

Category Support & Key Account Manager - Dairy Ingredients

Position Title	Category support & Key Account Manager - Dairy
Department	Sales & Technical Application - Dairy Ingredients
Location	Delhi NCR / Pan India travel as per customer requirements
Reporting To	Sr. GM - Food Ingredients Business
Employment Type	Full-time

Role Purpose

The Key Account Manager - Dairy will be responsible for driving business growth in dairy ingredients and functional blends by managing key dairy accounts, technical support for zonal team, developing new customers, conducting technical trials, and converting application-led opportunities into commercial sales. The role requires strong B2B sales capability along with practical technical knowledge of paneer, ice cream and other dairy applications.

Product Portfolio / Application Focus

- Paneer coagulants and yield improvement solutions.
- Ice cream stabilizers, emulsifiers and texture improvement blends.
- Dairy functional blends for paneer, cheese, khoa, sweets, UHT milk, beverages and frozen desserts.
- Preservatives, antioxidants, hydrocolloids and application-specific ingredients used in dairy processing.

Key Responsibilities

Sales & Key Account Management

- Own and grow assigned dairy key accounts across India with focus on revenue, gross margin and long-term customer retention.
- Build relationships with plant heads, R&D, QA/QC, procurement and business owners at dairy companies.
- Develop new business pipeline for paneer, ice cream, dairy blends, stabilizers and related functional ingredient solutions.
- Technical support for zonal team
- Prepare sales forecasts, monthly plans, customer-wise opportunity trackers and conversion reports.
- Negotiate pricing, commercial terms, supply schedules and annual/quarterly contracts in coordination with management.
- Track competitor activity, pricing trends, customer pain points and market opportunities in dairy ingredients.

Technical Application & Trial Conversion

- Conduct plant trials and demonstrate product performance in paneer, ice cream and other dairy applications.
- Understand customer process parameters such as milk fat/SNF, temperature, pH, yield, moisture, texture, overrun, meltdown, stabilization and shelf-life requirements.
- Suggest correct dosage, process changes and troubleshooting support for customer-specific technical issues.
- Coordinate with R&D/NPD for sample development, product customization and trial documentation.
- Prepare trial reports with observations, application results, customer feedback and next action plan.
- Support commercialization after successful trials including scale-up, repeat orders and technical handholding.

Cross-Functional Coordination

- Work closely with R&D, QA, regulatory, production, supply chain, dispatch and commercial teams for smooth customer service.
- Ensure timely sample dispatch, COA/specification support, technical documents and complaint resolution.
- Follow up on outstanding payments, credit terms and documentation as per company policy.
- Maintain discipline of daily/weekly reporting, visit planning and CRM/customer records.

Required Qualification & Experience

- B.Tech / M.Tech / M.Sc. in Dairy Technology, Food Technology, Food Science or related discipline preferred.
- 5-10 years of experience in B2B sales, technical sales, application support or key account management in dairy ingredients, dairy processing, stabilizers, emulsifiers, hydrocolloids or food ingredient business.
- Practical exposure to paneer and ice cream manufacturing is strongly preferred.
- Existing relationships with dairy plants, R&D teams and procurement teams will be an added advantage.
- Ability to travel extensively for customer visits, trials and business development.

Technical Competencies Required

Area	Expected Knowledge
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Paneer	Coagulation, yield, moisture control, texture, fat/SNF impact, shelf-life and processing issues.
Ice Cream	Stabilization, emulsification, overrun, meltdown, texture, body, crystallization and process flow.
Food Ingredients	Hydrocolloids, emulsifiers, preservatives, antioxidants, dairy blends and application dosage.
Commercial	Cost-in-use calculation, margin understanding, negotiation and value-based selling.
Quality/Regulatory	COA, specifications, FSSAI/basic food safety understanding and complaint handling.

Behavioral Skills

- Strong communication, presentation and relationship-building skills.
- Customer-first approach with ability to convert technical problems into business opportunities.
- Result-oriented, disciplined in follow-up, reporting and target achievement.
- Good negotiation, problem-solving and cross-functional coordination ability.
- High ownership, travel readiness and ability to work independently.

Key Performance Indicators

- Monthly/quarterly sales value and gross margin achievement.
- New key account development and repeat business conversion.
- Number of successful plant trials and trial-to-commercial conversion ratio.
- Customer visit discipline, pipeline health and forecast accuracy.
- Timely collections, complaint closure and customer satisfaction.
- Growth in dairy product portfolio such as paneer coagulants, ice cream stabilizers and customized dairy blends.

Ideal Candidate Profile

A technically strong dairy professional who understands customer plant operations and can confidently discuss paneer and ice cream process challenges, while also being commercially capable of managing key accounts, pricing, pipeline, negotiation and sales closure. The candidate should be comfortable working with R&D and procurement teams and should be able to independently lead plant trials through repeat business.

Interview Evaluation Parameters

- Dairy application knowledge: paneer and ice cream process understanding.
- B2B ingredient sales experience and customer network.
- Ability to explain cost-in-use and value proposition.
- Trial handling capability and troubleshooting approach.
- Communication, negotiation, reporting discipline and travel readiness.