

JOB DESCRIPTION	
Category Support & Key Account Manager - (Emulsifier Expert)	
Position Title	Category support & Key Account Manager - Emulsifier
Department	Sales & Technical Application – Food- Ingredients
Location	Mumbai / 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 – Bakery Ingredients will be responsible for driving business growth in bakery ingredients with a strong focus on emulsifiers, improvers, enzyme systems and functional bakery blends by managing strategic bakery accounts across India. The role requires a combination of strong B2B sales capability and practical technical understanding of bakery manufacturing processes including bread, buns, cakes, muffins, cookies, biscuits and laminated products. The candidate will support the sales team technically, conduct customer trials, troubleshoot bakery processing challenges and convert application-led opportunities into sustainable commercial business while developing long-term customer relationships. The role requires engagement with plant heads, R&D teams, procurement, quality teams and business owners of leading bakery manufacturers.

Product Portfolio / Application Focus

- Bakery Emulsifiers (DATEM, SSL, GMS, Lecithin)
- Bread Improvers
- Cake Gels
- Enzyme Solutions
- Dough Conditioners
- Anti-Staling Systems
- Functional Bakery Blends
- Shelf-Life Enhancement Solutions
- Texture Improvement Systems
- Specialty Ingredients for Industrial Bakery Applications

Key Responsibilities

Sales & Key Account Management

- Own and grow assigned bakery key accounts across India with focus on revenue, profitability and customer retention.
- Build strong relationships with bakery R&D teams, production heads, procurement managers, quality teams and business leaders.
- Develop new customer opportunities in bread, buns, cakes, biscuits, wafers, cookies and specialty bakery applications.
- Support regional sales teams with technical-commercial expertise.
- Prepare monthly sales plans, pipeline reviews, opportunity trackers and forecast reports.
- Negotiate commercial terms, annual pricing contracts and supply agreements in alignment with management objectives.
- Monitor competitor activities, ingredient innovations, pricing trends and emerging customer requirements.
- Achieve annual sales, profitability and new business acquisition targets.

Technical Application & Trial Conversion

- Conduct bakery trials at customer manufacturing facilities.
- Demonstrate performance benefits of emulsifiers and bakery ingredient systems.
- Troubleshoot dough handling issues, loaf volume reduction, crumb structure defects, texture inconsistencies and shelf-life challenges.
- Recommend appropriate ingredient dosage and processing parameters.
- Coordinate with R&D teams for customized blends and customer-specific product development.
- Prepare technical trial reports and commercialization plans.
- Support successful scale-up and commercial implementation at customer plants.
- Convert technical evaluations into long-term commercial business.

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
Bread Applications	Dough conditioning, loaf volume, crumb softness, shelf-life management
Cakes & Muffins	Aeration, batter stability, texture and moisture management
Biscuits & Cookies	Dough rheology, spread control, texture optimization
Emulsifiers	DATM, SSL, GMS, Lecithin and application functionality
Bakery Ingredients	Enzymes, improvers, hydrocolloids and specialty blends
Commercial	Cost-in-use calculations, negotiation and value selling
Quality/Regulatory	Product specifications, complaint handling and food safety basics

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.

Ideal Candidate Profile

A technically strong bakery ingredient professional capable of discussing bakery process challenges with R&D and production teams while independently driving commercial growth, customer relationships, technical trials and business conversion.

Interview Evaluation Parameters

- Bakery process knowledge.
- Emulsifier application expertise.
- Experience in bakery ingredient sales.
- Trial handling capability.
- Customer network and market exposure.
- Commercial negotiation skills.
- Communication and presentation ability.