

JOB DESCRIPTION

Category Support & Key Account Manager – Natural Products

Position Title	Category Support & Key Account Manager – Natural Products
Department	Sales & Technical Application – Natural Ingredients
Location	Pan India travel as per customer requirements
Reporting To	Senior VP- Food Ingredients Business
Employment Type	Full-time

Role Purpose

The Key Account Manager – Natural Products will be responsible for driving business growth in natural ingredients, clean-label solutions and plant-derived functional ingredients by managing strategic customers, identifying application opportunities and supporting commercialization projects.

The role requires a combination of technical understanding and business development capability to support food, beverage, nutraceutical and health-focused manufacturers seeking natural ingredient solutions.

Product Portfolio / Application Focus

- Natural Antioxidants
- Rosemary Extracts
- Acerola Extracts
- Natural Preservation Systems
- Botanical Extracts
- Plant-Based Solutions
- Clean Label Ingredients
- Natural Color Protection Systems
- Functional Ingredient Blends

Key Responsibilities

Sales & Key Account Management

- Develop and manage strategic accounts across food, beverage and nutraceutical sectors.
- Build relationships with innovation teams, procurement departments and R&D personnel.
- Develop new business for clean-label ingredient solutions.
- Prepare business expansion plans for priority accounts.
- Identify customer reformulation opportunities.
- Conduct commercial negotiations and annual agreements.
- Track market developments related to natural ingredients

Technical Application & Trial Conversion

- Conduct product demonstrations and customer trials.
- Support formulation development projects.

- Recommend ingredient solutions based on customer requirements.
- Coordinate development projects with application and R&D teams.
- Prepare trial documentation and commercialization proposals.
- Drive conversion of successful trials into repeat 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 Food Technology, Oils & Fats Technology, Food Science, Chemistry or related field.
- 8–15 years of experience within edible oils, specialty fats or frying applications.
- Experience in clean-label and natural ingredient solutions preferred.
- Strong customer management and technical support experience.
- Willingness for extensive travel.

Technical Competencies Required

Area	Expected Knowledge
Natural Ingredients	Plant extracts and functional ingredients
Clean Label Solutions	Reformulation and ingredient replacement
Antioxidants	Natural oxidation control solutions
Food Applications	Bakery, beverage, dairy and processed foods
Commercial	Value selling and strategic account management
Regulatory	Labeling, specifications and compliance awareness

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 knowledgeable natural ingredients professional who understands clean-label trends and can effectively work with customer innovation teams to commercialize value-added natural ingredient solutions.

Interview Evaluation Parameters

- Natural ingredient knowledge.
- Clean-label application understanding.
- Business development track record.
- Technical-commercial competence.
- Communication and presentation capability.
- Customer relationship management skills.