

## JOB DESCRIPTION

Job Title: Brand Manager  
Reports to: SVP, Sales, Marketing and Business Development  
Revision Date: 12.12.14

### **WHO YOU ARE:**

Can you effectively sell the vision of the future of food and nutrition? Are you insatiably curious about how we get food into to our bodies that tastes delicious, delivers potent nutrition and does so in a way that is better for the environment? Do you constantly ask “what if?”, “why not?”, and “could you...?” Do you have the passion, drive and enthusiasm to build a truly remarkable brand from the ground up? Do you want to be part of a family of innovators, a culture of high-performance, accountability and driven by real entrepreneurial spirit?

You are a highly motivated, enthusiastic and passionate branding “forward” thinker. You are high performance, accountable, reliable and incredibly prolific. You live and breathe the essence of the brand and want to ensure there is cohesion of voice, positioning, look, tone, feel at all points of engagement. You take personal pride and passion to ensure a brand remains relevant to consumers and that all initiatives support the brand promise. You don’t think about specifically branding in channels, but rather want to channel the brand.

If this true? If so...read on....

### **WHAT WE ARE LOOKING FOR**

WikiFoods is looking for a energetic, enthusiastic brand manager to be part of the commercialization team who will be responsible for the brand development and marketing support of WikiPearl branded products and other brands licensed from world-class food and beverage brands.

### **WHAT YOU WILL DO:**

Alongside the senior commercialization team, you will help guide the brand's strategic choices and vision, product and commercial innovations, and marketing elements across all media, while collaborating with multi-function teams and agency partners. You will be in-touch with consumer needs, anticipate the future and create innovative techniques to win their love and advocacy, and help invite and recruit seekers of the future of food and nutrition to join us in our revolution.

## **SPECIFIC DUTIES:**

- Steward the brand to support the brand vision, positioning, and architecture and achieves overall business goals for the brand.
- Lead, project manage and provide oversight of execution of all awareness, trade, in-store shopper marketing, PR/influencer, field marketing, social media and online programs.
- Engage, inspire and galvanize the organization around the brand vision, position and strategies so they are clear in bringing them to life in their areas of functional expertise.
- Work collaboratively with marketing leadership and creative team to execute packaging designs consistent with a determined communications hierarchy and a global style guide.
- Participate as part of a cross-functional team to help provide brand and consumer insights to inform the development of new products, line extensions, and formulations.
- Drive consumer understanding and insights that define our prime prospects' needs, attitudes and values in order for consumers to have stronger and more impactful brand experiences.
- Conduct analysis and periodical reviews of the brand, competitive, category, customer and consumer trends to enhance the brand's equity and marketplace performance.
- Maintain ownership of marketing product forecasting, marketing asset library (photography, videos, etc.)

## **REQUIREMENTS:**

- Four year degree in Marketing, Business Management or related field
- 5-7 years of marketing experience. Agency or client side.
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
- Team player, with the confidence to take the lead and guide other departments when necessary
- Strong project management skills
- Ability to manage and deliver multiple projects

## **ABOUT US**

WikiFoods, Inc., a wholly-owned subsidiary of Quantum Designs, is pioneering the future of food with the development of the patent pending WikiPearl® technology. WikiPearl introduces a new food category that transforms how we eat. A food delivery platform providing an unprecedented vector for taste, nutrition and practicality. Delicious new food forms that expand usage occasions, enhance portability, enable portion control and deliver effective functional nutrition. All while infusing fun and creative spirit into food experiences. The patent pending technology creates skins via electrostatic interactions of food particles, nutritive ions such as calcium, and molecules derived from mushrooms



and algae. The all-natural skin components form a protective layer that diminishing health and environmental risks by reducing the need for harmful plastic packaging.

WikiPearl® was invented by Harvard professor David Edwards, inspired by the twin challenges of health and environmental sustainability, who saw in the design of fruits and vegetables a radical way of re-imagining food and beverage packaging. The technology was first presented at his innovation center Le Laboratoire in Paris, in 2010, in collaboration with designer Francois Azambourg. Two years later, following further experimentation, the technology led to the startup WikiFoods, backed by Polaris Venture Partners and Flagship Ventures, in Cambridge Massachusetts, to expand the R&D marrying nature's inspiration with advancements in food and material science.

Experience the future of food at [wikipearl.com](http://wikipearl.com)