

Jillian Jason

Community Organization • Food Systems Proficiency
Strategic Sales Management • Operations Excellence • Business Development

CAREER PROFILE

Individual who has worked across agricultural organizations, independent grocery, and with emerging brands and entrepreneurs, all with the goal of fostering a more diverse, inclusive, and vibrant food system and community of producers, purveyors and supportive professionals.

PROFESSIONAL EXPERIENCE

PILOTWORKS

Chicago, IL

Community Manager

September 2017 - present

Fostering a community of food entrepreneurs who work in a shared commercial kitchen. Work with members to ensure a good fit in the kitchen; run educational and mentorship focused programming; set policy and advocate for best use practices

- Work with prospective members to understand needs of food business, from kitchen usage to helpful supportive services
- Onboard new members from licensing and regulation to Day 1 in the kitchen and understanding safe kitchen usage policies
- Run educational and social events for members as well as network of mentors and community stakeholders
- Recruit mentors who volunteer time to the member community as industry experts providing 1:1 mentorship
- Understand common member complaints and needs and work to continuously improve member experience

JENI'S SPLENDID ICE CREAMS

Chicago, IL

Chicago Territory Manager

September 2016 - July 2017

Managed all aspects of the Chicago wholesale market, from reviving previously-dead accounts, to prospecting, pitching and closing new business across independent retailers and large national chains.

- Sales strategy and account management for Natural and Specialty channel accounts
- Prospecting and pitching new clients, utilizing Salesforce CRM
- Direct oversight of distributor to Mariano's (Roundy's) and direct oversight of Brokerage firm at Whole Foods/ UNFI
- Resolving missing SKUS, out of stocks and fulfillment issues at both customer and distributor level
- Coordination of in-store events, promotions (allocating trade spend) and marketing initiatives at Direct and Distributor level in conjunction with budget and finance team
- Coordination and participation in 3 national trade shows: Fancy Food Show East and West and Natural Products Expo West
- Track record of achieving quarterly sales bonuses, dependant on individual and team sales goals

FORAGERS MARKET AND CITY TABLE

New York, NY

Farm Operations Manager

May 2014 - May 2016

Responsible for the day-to-day operations and output of diversified organic farm, supplying seasonal vegetables and meat to market and restaurant. Managed in-house driver and allocated perishable product.

- Creation and delegation of a schedule of field preparation, seeding, transplanting, irrigating, weeding, and harvesting
- Organization and oversight of the harvest, packing, and distribution twice per week, including yield forecasting with managers at the stores and restaurant
- Generation of weekly harvest logs, income trackers, and year-over-year data. Using data to establish estimated crop yields and realistic goals
- Maintenance of a clean work area, good daily work habits, and an orderly operation; participation in maintaining proper morale and discipline
- Development of internship requirements and workload and direct supervision of intern and employees

RAAKA CHOCOLATE

Brooklyn, NY

Director of Sales

January 2013 - May 2014

Leadership role in a company moving from start-up phase to small business. Worked cross-functionally in sales and operations to create and implement a national wholesale strategy as well as build out e-commerce, retail, and custom items. Integral in budget creation and trade spend and marketing planning and allocation.

- Leadership to my team of 7 internal salespeople and 3 brokers as well as internal delegation to operations and production teams
- Direct management of 150 accounts and overseeing the management of an additional 150+
- Use of Quickbooks and Google Analytics to generate sales, profit margin, and labor cost spreadsheets and analysis. Presentation of data to CEO and board of Directors quarterly
- Recruiting and hiring responsibilities for both sales and production for the company
- Running new product launches from operational, sales, and marketing departments
- Created a HACCP plan and successfully identified and ran a product recall
- Sales Growth 2013 (wholesale, gross): **Q1:** 401%, 142%; **Q2:** 168%, 101%; **Q3:** 143%, 103%, **Q4:** 93%, 31%

EDUCATION

The University of New Hampshire

Bachelor of Arts in English, Magna Cum Laude

Durham, NH

2007-2010

AWARDS

“Experts Creating Experts” \$25,000 award: Wrote successful proposal for utilizing winnings as an educational grant to study local foodsheds across the US.
