

K-12 FOOD SOLUTIONS

Market Director

Texas Market

Feeding Tomorrow's Leaders Today

K-12 Food Solutions is a specialized foodservice sales and support organization dedicated exclusively to the K-12 school nutrition market. Our mission is simple: Feeding Tomorrow's Leaders Today. As we expand in Texas, we are seeking an experienced Market Director to lead a small team and take responsibility for the growth, performance, relationships, and long-term success of the market.

Position Overview

The Texas Market Director is responsible for the overall health and success of the Texas market. This person will lead and manage Territory Managers, oversee day-to-day team operations, remain active in district sales, work directly with manufacturer partners and distributors, and drive a strategy designed to build K-12 Food Solutions throughout Texas for the long term.

Leadership & Team Management

- Lead, coach, support, and manage a small team of K-12 Food Solutions Territory Managers throughout Texas.
- Manage the day-to-day sales activities and operations of the Texas team.
- Establish clear expectations, priorities, goals, and accountability for each territory and team member.
- Conduct regular individual and team meetings to review pipelines, opportunities, challenges, customer needs, and market priorities.
- Travel with Territory Managers and participate in strategic district sales calls.
- Help team members strengthen district relationships, improve follow-through, and identify new opportunities.
- Assist with recruiting, onboarding, training, and developing future Texas team members.
- Build a culture centered on teamwork, accountability, communication, customer service, and results.

Market Growth & Sales

- Take overall responsibility for the growth, performance, and long-term success of the Texas market.
- Develop and execute the overall Texas sales strategy in coordination with K-12 Food Solutions leadership.
- Maintain strong relationships with key school districts and decision-makers throughout the state.
- Identify major growth opportunities and ensure team resources are focused on the highest-value priorities.
- Make strategic sales calls alongside Territory Managers and manufacturer partners.
- Lead major product presentations, student testing initiatives, district meetings, and market launches.
- Manage the K-12 Food Solutions manufacturer portfolio across Texas and identify opportunities to expand each partner's business.
- Monitor sales performance, pipelines, market penetration, customer retention, and opportunities by territory and manufacturer.

Manufacturer, Distributor & District Relationships

- Serve as a primary Texas-market liaison between K-12 Food Solutions and manufacturer partners.
- Coordinate manufacturer market visits and ensure time in Texas is focused on productive district opportunities.
- Develop market strategies and sales plans with manufacturer partners.
- Maintain strong communication regarding opportunities, competitive activity, product needs, and market conditions.
- Develop and maintain productive relationships with foodservice distributors throughout Texas.
- Help coordinate product launches, distributor stocking, forecasting, samples, and market expansion.
- Protect and strengthen relationships between school districts, K-12 Food Solutions sales representatives, manufacturers, and distributors.

Commodity & Customer Support

- Maintain a strong understanding of USDA Foods and commodity processing programs.
- Ensure the Texas sales team can confidently support districts with commodity planning and utilization.
- Work with K-12 Food Solutions internal commodity, bid, and customer service teams to ensure Texas districts receive exceptional support.
- Help resolve customer, distributor, manufacturer, and product-related issues quickly and professionally.
- Ensure commitments made to customers are followed through from the initial sales call through implementation.

Preferred Qualifications

- Significant experience within K-12 school nutrition, foodservice sales, manufacturing, brokerage, distribution, or a related field.
- Strong existing relationships within the Texas K-12 school nutrition community are strongly preferred.
- Previous leadership or sales-management experience.
- Strong knowledge of USDA Foods and commodity processing.
- Proven ability to develop and grow a sales territory or market.
- Ability to coach and motivate sales professionals while maintaining accountability.
- Excellent communication, organization, presentation, and relationship-management skills.
- Ability and willingness to travel extensively throughout Texas.
- Entrepreneurial mindset with the ability to think beyond today's sale and build a market for the long term.

The Opportunity

We want someone who will treat the Texas market as their own—someone who takes pride in the people they lead, the manufacturers they represent, the districts they serve, and the reputation K-12 Food Solutions builds throughout the state. This role offers the opportunity to help build our Texas organization, develop an exceptional team, deepen relationships across the state, and create a business that continues growing for years to come.