

Business Development

—lead generation

FOODPAIRING® CFI

consumer
flavor
intelligence

a unique approach that brings actionable insights
to predict your next booming flavor



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female, 25 yrs old
china single

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About the Foodpairing® Company

—We are a creative foodtech company at heart.

Foodpairing is a market research and information technology company identifying the successful flavour combinations of tomorrow. Through discovering the combination of scientific flavour insights and unique consumer data, we reduce the time to market and increase the success rate of product launches - this can improve enjoyment and the quality of our lives.

Ours is a unique approach to foodtech that utilizes chemistry, physics and data science as a launching pad for the future of food. It's no secret that our food system is out of balance. Global issues such as climate change, sustainability and obesity are directly related to food. By changing the way we eat, we can restore our planet.

Foodpairing strives to be a part of the solution and to become a global leader in the foodtech industry. Our long-term mission is to become the go-to platform for creating unique, fully customizable recipes based on science to promote healthy, sustainable lives.

—Are you ready to be at the forefront of Foodtech?

Responsibilities

- Track and analyse Food & Drink Industry on European level
- Provide insights on the Food & Drink Industry for Product R&D and marketing purposes
- Identify potential Foodpairing customers and targets in the market place
- Further qualified business opportunities – establish, contact and obtain first insights into potential Foodpairing customers
- Develop and monitor lead generation campaigns

Your competencies

- Analysing & tracking the needs and desires of customers in the domain of product development
- Qualifying & structuring business opportunities via set criteria
- Mapping & understanding customers' needs
- Communicating and presenting effectively to hand over leads
- Interacting well in the team

About the Candidate

- Relevant Bachelor- or Master degree
- Analytical skills
- 1-2 years of relevant working experience
- Knowledge about Consumer Relation Management (CRM)
- Knowledge about Business Intelligence through data
- Basic IT competencies

In some cases, we offer trainings!

Foodpairing® offers & advantages

- Working in a passionate team at the highest level of creativity and focus on people's strengths and passions
- A global company with customers in all continents; employees get international experiences and can work on several projects such as workshops for clients and content creation for blogs and social media
- Long term contract with an attractive salary and extra compensations for transport, eco cheques and tasty food
- Working in a company-culture with ownership, self-responsibility and accountability
- Being part of a young, flexible dynamic team of a chef, scientists, marketing, sales and more

—Join our team! We can offer you a successful and rewarding career in an award-winning start-up.

Apply now

Send your motivation letter and resume to us. State how you want to contribute to our company.

—<https://foodpairing.typeform.com/to/B4GOkA>