



<b>Job title</b>	<i>Director of Innovation</i>
<b>Reports to</b>	<i>VP of Sales and Marketing</i>

### **Director of Innovation Position Focus, Scope & Impact**

Role leads innovation development (e.g., product, package, equipment) within ice cream/novelty market to ensure a robust 3-year innovation pipeline. Works collaboratively with product strategy team to bring innovation to life as well as share relevant market information in support of innovation development. Develops holistic business cases and development of product, package or equipment-based innovations working in collaboration with various technical, commercial and brand functions.

Leads, in collaboration with technical functions, discovery of new technologies, new partners and new applications of existing technologies to package-based solutions. Monitors external and/or internal insights and consumer studies (global and/or North America) by reviewing related publications, reports and research in order to raise system awareness of important trends and their potential implications.

Provides direction, leadership and coaching to members of project team.

Lead and coordinate communication to customers, vendors, and internal stakeholders.

Passion for the mission of Hudsonville Ice Cream.

Design best ice cream in the world.

### **Director of Innovation Position Experience**

Proven ability to take an end-to-end, consumer-driven approach to innovation utilizing multiple sources of information and translating those inputs into specific innovation(s) that meet marketplace needs while delivering brand/business objectives.

### **Director of Innovation Knowledge Required**

1. Ability to translate consumer inputs into relevant innovation aligned with brand guardrails/strategic guidance.
2. Ability to develop robust business cases including potential market opportunity and resource/investment requirements to deliver.
3. Strong collaboration skills including ability to build partnerships, establish trust & credibility and influence across all levels of leadership.
4. Excellent oral and written communication skills with ability to tailor communications to audience and providing clear.
5. End-to-end experience developing and launching innovation.

### **Broad Experience In:**

1. Marketing strategy
2. Complex project management
3. 10x/exponential thinking
4. 5-8 years' experience in innovation, product development, or product strategy



## **Benefits**

- 401K
- Vacation
- Insurance (Health, Dental, Vision)
- Bonus Plan
- Partial Gym Membership

## **Why Hudsonville?**

We take pride in offering benefits that are competitive. Here at Hudsonville we offer a first-class work environment with a real family feel to it. We appreciate our employee's hard work, dedication, and passion. That is why we provide a comprehensive set of benefits and options designed to fit our employee's needs. We also value continuous learning and offer many opportunities for off-site training.

<b>Approved by:</b>	_____ <i>Signature of the person with the authority to approve the job description</i>
<b>Date approved:</b>	_____ <i>Date upon which the job description was approved</i>
<b>Reviewed:</b>	<i>January 23, 2019</i>