



**Position:** Toast Ale USA CEO (Chief Toaster)

**Role Overview:** This is a truly unique opportunity to lead a new New York based social enterprise. Our ambition is to quickly turn Toast Ale into one of the most successful national social enterprises in the USA (and indeed globally) and our new USA CEO will play an essential role in achieving this growth.

You will be joining Toast Ale USA from the very beginning and at a hugely exciting time. We are now moving into full scale production in NYC and driving forward a national growth strategy. Our launch director is now ready to transition into a Board role and hand over to a long-term CEO. We are looking for someone to come on board and quickly build a small team to work alongside you. To begin with you will have support from one staff member in NYC and a highly experienced Advisory Board. It will be up to you to oversee Strategic Planning, Growth Strategy, Financial Management, Logistics Coordination, Operations Management and Production and Distribution Forecasting.

**About Toast Ale:**

Toast Ale is on a mission to prove that the alternative to food waste is delicious. Toast Ale is an award winning beer brewed using fresh surplus bread that would otherwise be wasted. All profits from our company go to our brilliant partner charity [Feedback](#) to support the fight against food waste.

Toast Ale launched in the UK, founded by global food waste activist Tristram Stuart, in early 2016 and has been such a huge success that we just launched in NYC in July 2017, now on the shelves of establishments such as Whole Foods, FoodKick and Fairway throughout the city.

**Our founding principles:**

Toast exists for the following 4 core founding principles:

1. To produce a great beer
2. To eliminate bread waste directly by brewing as much of it as possible
3. To raise awareness of the problem of, and solutions to, food waste
4. To maximize profits, all which will go directly to Feedback and other aligned organizations

**Website:** [www.toastale.com](http://www.toastale.com)

**Some media to date in NYC:** [The New York Times](#), [Reuters](#), [CBS](#), [NowThis](#), [Fast Company](#)

**Start Date:** November 2017

**Toast Office Location:** Centre for Social Innovation (601 W. 26th St, New York, NY)

**Compensation:** Discuss upon application. To manage expectation salary range likely to be \$60-80k and an 'Equity for Good' share option. There will be a year-two increase based on delivering growth goals and a bonus scheme will be discussed.

**Deadline to apply:** September 15th but interviews will commence on rolling basis

**How to apply:** Send cover letter and resume to [madi@toastale.com](mailto:madi@toastale.com) & [rob@toastale.com](mailto:rob@toastale.com)

**Ideal Candidate Profile**

We are looking for someone passionate about craft beer, committed to ending food waste, and with an entrepreneurial spirit to help build a truly national social enterprise. The applicant will need to be an excellent relationship builder and be extremely personable as well as having a strong grasp of business strategy. Past experience in food & drink industries as well as prior entrepreneurial experience a bonus, but not required.

**Educational background**

Ideally someone with education and training in business administration, management or related field - for example an MBA. However we're open to applicants from individuals who have considerable practical experience and don't necessarily have the formal Master's level education.

## Responsibilities Breakdown

We are ultimately looking for someone who will thrive in a start-up environment and be able to get stuck into all aspects of the business. You will be expected to work with a great deal of independence but ultimately report into the Toast Ale global CEO in London, Rob Wilson. Rob will provide regular support and input. As you can see the team is a small one and will likely remain small so we're looking for a CEO who wants to be hands on. The primary focus of the role will be in the following areas:

### Strategy:

- Refine the Northeast USA brewing expansion strategy to achieve volumes growth goals through year three
- Create a Toast Ale licensing strategy to deliver national expansion goals
- Develop and implement strategy to create collaboration brews with breweries nationally

### Sales

- Achieve monthly NYC distribution growth goals for year one with +40% year two, and + 40% year three
- Recruit and manage a team of 2-3 sales people
- Oversee the development of sales and marketing tools

### Operations & HR

- Build a small team for Toast Ale USA; expected that you will need to hire 2-3 staff in your first 6 months who will support on sales and operations/finance
- Manage distributor and brewer relationships
- Serve as head negotiator with brewers, distributors and other partnerships
- Design HR policies and best practices to create an inclusive and socially motivated culture

### Finance:

- Full P&L oversight and responsibility for quarterly reporting and compliance
- Develop short and long-range financial forecasts
- Support ongoing investor relations efforts

### Risk Management:

- Manage state (SLA) and federal (TTB) liquor licenses and permits
- Serve as primary liaison to legal counsel in addressing legal issues e.g. copyright, partnerships, licensing
- Oversee organizational insurance policies