J&J SNACK FOODS CORP



Head of National Accounts
Sales

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A Twist of Fate

Over 50 years ago, J&J Snack Foods was founded when entrepreneur Gerry Schreiber purchased an ailing hot pretzel company with a humble facility and eight employees at a court auction. Today, J&J Snack Foods is a $1.5B public company with more than 4,200 employees and manufacturing locations across the country, with products found in supermarkets, stadiums, movie theaters, convenience stores, restaurants, and schools nationwide.

J&J Snack Foods' portfolio includes well-known brands such as SUPERPRETZEL and ICEE, along with fan favorites like Dippin' Dots, LUIGI'S Real Italian Ice, The Funnel Cake Factory, Hola Churros, and a broad range of products spanning baked goods, frozen beverages, and frozen novelties.

Through a combination of organic growth, strategic acquisitions, and a consistent focus on innovation, JJSF has evolved from a small pretzel baker into a diversified, category-leading food company. The business is uniquely positioned within the immediate-consumption space, serving a wide range of channels where speed, flexibility, and product innovation are critical.

More recently, JJSF has been undergoing a meaningful transformation under CEO Dan Fachner. The company has strengthened its leadership team, enhanced its commercial and operational capabilities, and made targeted investments in its supply chain and distribution network. The acquisition of Dippin' Dots and the ongoing expansion of its brand portfolio demonstrate a strong focus on growth and long-term value creation.

JJSF's success is driven not only by its products and market position, but by a culture that emphasizes humility, integrity, and a shared commitment to doing the right thing. The company continues to invest in new products, new customers, and new channels, positioning itself for continued growth in the years ahead.





















BRANDS THAT SPELL FUN

Responsibly Serving Fun

J&J Snack Foods knows its business has an impact on the environment, the communities in which it operates, and its employees. At JJSF, they strive to continually improve their ESG journey by exploring operational improvements, serving their employees, stakeholders, and communities, and centering on a quality product portfolio that balances profits with ethical business practices.

Environmental

JJSF is committed to the responsible use of natural resources and making a conscious effort to reduce its environmental impact.

Social

JJSF strives to deliver outstanding enthusiasm and empathy for its employees, customers, and communities.

Governance

JJSF is responsible for maintaining food standards that not only exceed safety and quality standards but also meet the highest level of ethical and sustainability standards.



Sourcing Sustainable Ingredients

As a leader and innovator in the snack food industry, JJSF maintains multi-site certification from the Roundtable on Sustainable Palm Oil (RSPO) for eight of its facilities across the United States. They are dedicated to procuring sustainable palm oil from certified sources for all its facilities and managing internal programs in compliance with the RSPO mass balance standard.

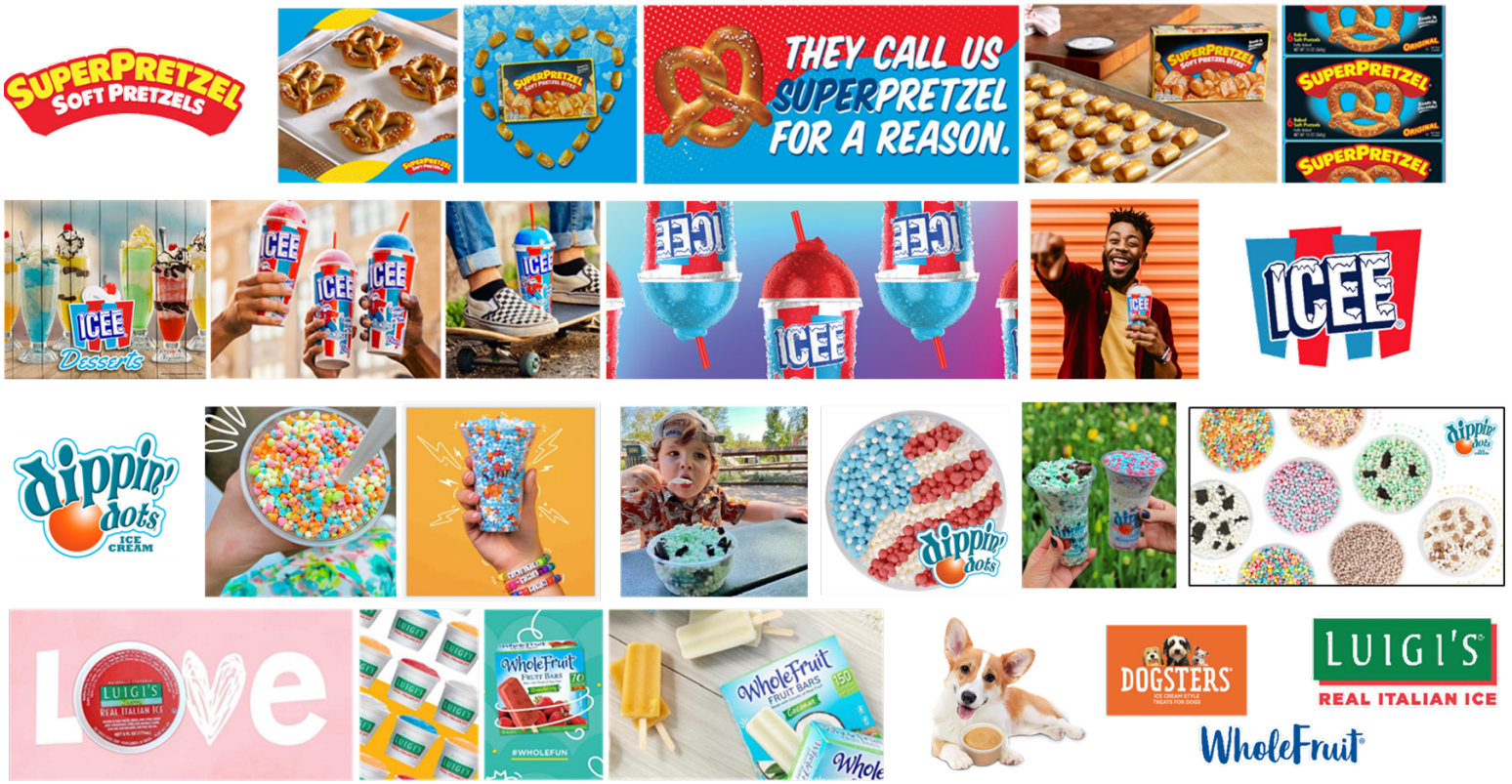


Citizens Being Good Citizens

JJSF is actively invested in every community they are in and strives to make a positive difference within the company and with all its friends, partners and colleagues.

Whether it's recycling and green efforts, or consistently upgrading facilities and processes for more environmental friendliness and energy efficiency, they work hard to be the neighbor everyone wants to have.

Employees of JJSF are encouraged to turn their passion for positive change into opportunities for each of their home communities. JJSF actively supports philanthropic and volunteerism efforts on the individual and corporate level and contributes to charities in each community.



The Opportunity

The Head of National Accounts Sales is a high-impact role focused on unlocking meaningful new growth by bringing greater focus and intentionality to national account development. It represents a deliberate step for J&J Snack Foods to establish a dedicated leader responsible for identifying, cultivating, and converting those opportunities into scalable revenue growth.

At its core, this role is about creating new pathways for growth, building relationships at the highest levels of large, complex organizations, and turning those relationships into long-term commercial partnerships. The mandate is to develop new national account relationships across priority channels (especially in foodservice and convenience), engaging senior decision-makers and positioning JJSF as a strategic partner across its portfolio.

This leader will operate at the front end of the commercial engine, initiating top-to-top conversations, identifying untapped opportunities, and translating early traction into tangible business outcomes. Working cross-functionally, they will team with colleagues across J&J to bring new opportunities to commercial success within national and key accounts. Success will be defined by the ability to build a robust pipeline, gain access to the right stakeholders, and convert early-stage ideas into revenue-generating programs, often starting with pilots that scale into meaningful, long-term partnerships.

This is a true national account “hunter” role with an opportunity to leverage experience, relationships, and creativity to drive enterprise-level growth, with a high degree of autonomy, visibility, and impact.

Key Responsibilities

- Develop and execute a proactive strategy to identify, pursue, and secure new national account opportunities across priority channels
- Build and cultivate relationships with senior decision-makers within large, complex customer organizations
- Lead high-level, consultative conversations focused on joint value creation, leveraging JJSF's broad product capabilities and flexible operating model
- Identify and develop new growth opportunities, translating early-stage ideas into structured pilots and scalable programs
- Navigate complex internal and external organizations, aligning cross-functional stakeholders to support new opportunities
- Serve as J&J's senior external representative in key new customer meetings, industry events, and strategic discussions
- Drive disciplined transition and handoff of opportunities to internal business units as programs move toward commercialization, ensuring continuity and trust
- Maintain selective involvement post-handoff to support successful execution and long-term relationship development
- Operate with a high degree of autonomy and accountability, consistently building a pipeline that contributes to long-term enterprise growth







Ideal Candidate & Qualifications

The ideal candidate is a seasoned national accounts leader with a track record of opening doors, building senior-level relationships, and creating new business opportunities in complex, multi-channel environments. They bring both the credibility and capability to engage top decision-makers and translate those relationships into tangible, revenue-generating programs.



- Proven success in developing large, complex customer relationships across foodservice, CPG, retail, or adjacent channels
- Established network with credibility at senior levels within target customer organizations
- Experience leading consultative, solution-oriented sales processes across multiple product categories or capabilities
- Ability to operate at both strategic and operational levels, moving from executive conversations to program development
- Comfortable operating as an individual contributor in a highly autonomous, entrepreneurial environment while collaborating and quarterbacking with colleagues at all levels within JJSF
- Demonstrated ability to navigate long sales cycles and ambiguous, early-stage opportunities
- Strong internal collaboration skills, with the ability to align and mobilize cross-functional teams



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