



National Brand Manager

About B-O-F Corporation

B-O-F Corporation is a leading inventor, patent-holder and designer of innovative gravity flow shelving and merchandising solutions that help grocery stores, drug stores, liquor stores, superstores, and convenience stores reduce labor costs and increase sales by rapidly advancing our customers' merchandising effectiveness through performance and merchandising innovation.

Salary Range: \$110,000 - \$125,000 base + commission

Position Summary

The National Brand Manager will be responsible for driving growth through strategic partnerships with leading consumer packaged goods (CPG) brands and major retail organizations. This role will focus on expanding in-store display programs by identifying opportunities, developing brand-aligned merchandising solutions, and bringing high-impact retail activations to market.

Serving as the primary point of contact for CPG and retail partners within their region, the National Brand Manager will translate brand objectives into compelling display programs that enhance and increase visibility, drive sell-through, and strengthen category performance. The ideal candidate brings a strong understanding of brand marketing, shopper behavior, and retail environments, paired with a proactive business development mindset.

Success in this role requires a balance of strategic vision and hands-on engagement—building relationships with key decision-makers, uncovering growth opportunities, and leading programs from concept through implementation.

This position requires 50% travel primarily in the Central and Eastern time zones of the United States. The individual that fills this role must reside in either the Central or Eastern time zones.

Essential Duties & Responsibilities

- Identify and develop new partnerships with leading CPG companies and retail organizations, targeting opportunities for display and merchandising program growth.
- Engage directly with brand, trade marketing, and retail decision-makers to understand business objectives, category goals, and shopper marketing priorities.
- Create tailored display and merchandising solutions that align with brand strategies, seasonal campaigns, and in-store marketing initiatives.
- Represent the company at industry events, trade shows, and customer meetings to promote display innovation and strengthen our presence within the CPG and retail ecosystem.



- Collaborate cross-functionally with design, engineering, and production teams to develop creative, cost-effective, and brand-aligned display solutions.
- Lead proposal and quoting efforts, ensuring customer requirements are clearly defined and programs are scoped accurately and delivered on schedule.
- Serve as the primary liaison between client stakeholders and internal teams, ensuring clear communication and seamless execution from concept to installation.
- Monitor program performance and market trends, providing actionable insights that drive program optimization and identify emerging opportunities.
- Maintain accurate opportunity tracking and reporting through CRM tools, ensuring transparency across sales, project, and leadership teams.

Qualifications & Requirements

- 5+ years of business development, account management, or trade marketing experience, preferably within a CPG company, retail organization, or beverage brand
- Bachelor's degree or equivalent experience
- Self-motivated and driven to prospect, develop, and secure new business
- Strong ability to identify new markets, create innovative solutions, and translate customer needs into actionable display programs
- Experience managing key accounts and building long-term client partnerships
- Excellent communication skills (phone, email, and in-person) with the ability to influence decision-makers at multiple levels
- Strong organizational skills with proven ability to manage CRM tools (NetSuite experience a plus) and provide consistent reporting
- Comfortable in a high-travel role (50%), primarily within the Eastern and Central time zones
- Must reside in the Eastern or Central time zones and near a major airport
- Works well in cross-functional environments, balancing individual initiative with team objectives
- Experience working within CPG, retail, or beverage industries is a plus

Work Environment

This role combines office, client, and field work. Expect to travel approximately 50% of the time to client locations, trade shows, industry events, and retail accounts throughout North America, a primary focus on the Eastern half of the United States. You'll engage with a variety of environments—from urban centers to suburban retail locations—requiring flexibility, adaptability, and strong time management. Business casual attire is expected when representing the company in person.

Benefits & Perks

- Two weeks of paid time off available to use upon start date
- 11 paid holidays including a floating holiday
- Paid volunteer day to dedicate your time to a cause of your choosing
- Affordable medical, dental, and vision insurance offerings for you and your family



INNOVATIVE MERCHANDISING SOLUTIONS

- Employer-paid basic life and disability insurance
- 401(k) program with no waiting period and immediate vesting
- ...and more!