



Job Title: Sales & Business Development Rep

Location: Edison, NJ 08820

Department: Sales & Business Development

About MetaBrand

MetaBrand isn't just a manufacturer — we're the **launchpad for the next generation of beverages**. We turn bold ideas into real drinks in real cans, from high-performance sports drinks and energy shots to THC / D9 & hemp-infused beverages and RTD cocktails. We partner with founders and emerging brands to go from *"what if?"* to *"what's next."*

If you want to be close to the action—where new beverage brands are born and launched—this is where you'll do it.

The Role: Sales & Business Development Manager

We're looking for a **high-energy, Sales & Business Development Rep** to drive our growth with both emerging and established beverage brands. You'll own the front end of the revenue engine—finding opportunities, closing deals, and building long-term relationships with clients who are redefining what people drink.

This role is perfect for someone who loves the hunt, understands brand-building, and wants to play a hands-on part in bringing innovative beverages to life.

What You'll Do

Lead Generation & Prospecting

- Evaluate and qualify inbound leads from channels like Adwords, PPC, and key partners.
- Identify and pursue new clients across categories like energy drinks, RTDs, wellness shots, spirits-based RTDs, and hemp/D9 products.
- Research emerging brands, entrepreneurs, and private-label opportunities.
- Network at trade shows (BevNET, SupplySide West, etc.), industry events, and online communities.



- Use HubSpot to track outreach, manage your funnel, and stay on top of every opportunity.

Client Acquisition & Onboarding

- Present MetaBrand's full-service capabilities—from formulation to co-packing and production scaling.
- Build detailed proposals, cost estimates, and timelines for hero runs and pilot production.
- Negotiate terms, pricing, and agreements in alignment with company standards.
- Coordinate onboarding between clients and internal teams, consultants, and vendors.
- Ensure every beverage concept is clearly defined and documented before formulation begins.

Market Research & Competitive Insight

- Stay on top of beverage trends in functional, non-alcoholic, hemp-infused, and clean-label spaces.
- Monitor competitors and others to refine our positioning.
- Identify new ingredients, packaging formats, and consumer shifts that can spark new offerings.
- Feed insights back to R&D and marketing to support new services and line extensions.
- Keep an eye on regulatory shifts in alcohol and hemp-based products to stay compliant and competitive.

Relationship Management & Retention

- Maintain regular, proactive communication with clients through check-ins and project reviews.
- Act as a trusted advisor on formulation options, cost optimization, and scaling strategy.
- Spot opportunities for repeat projects, new SKUs, and brand or flavor extensions.
- Coordinate with QA, production, and operations to resolve concerns quickly and effectively.
- Build long-term loyalty through transparency, reliability, and consistently strong delivery.

Sales Strategy, Planning & Proposals

- Help define annual and quarterly sales targets aligned with MetaBrand's growth goals.



- Develop targeted go-to-market strategies for functional beverages, RTDs, and THC-infused products.
- Collaborate with marketing on campaigns that highlight MetaBrand's formulation and manufacturing edge.
- Forecast revenue based on pipeline, client onboarding pace, and production capacity.
- Create compelling proposals and presentations that highlight our R&D strength, scalability, and compliance.
- Work with finance and operations to ensure pricing accuracy and healthy margins.
- Follow up persistently on proposals to move prospects to closed, long-term clients.

Cross-Functional Collaboration & Reporting

- Work closely with formulation, R&D, QA, procurement, and production to align on deliverables.
 - Coordinate hero sample and pilot production timelines based on what you've promised clients.
 - Ensure packaging, labeling, and compliance requirements match MetaBrand's capabilities.
 - Keep accurate CRM records for all leads, interactions, and project updates.
 - Track KPIs like conversion rates, retention, and revenue growth—and share insights with leadership.
 - Analyze sales trends across categories (THC, energy, wellness, etc.) and recommend action.
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Who You Are

- A proactive hunter with a consultative selling style—curious, persistent, and strategic.
 - Experienced in B2B sales, ideally in CPG, beverage, or contract manufacturing.
 - Comfortable speaking the language of founders, marketers, and operations teams.
 - Exceptionally organized, able to manage multiple deals and timelines at once.
 - Strong communicator—equally sharp on Zoom, in person, and over email.
 - Data-aware: you track your funnel, understand your numbers, and adjust your approach accordingly.
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Why Join MetaBrand?

- Work at the heart of new beverage innovation—sports, energy, RTD cocktails, THC / D9, and more.



- See the direct impact of your work as projects move from idea to real products in cans and bottles.
 - Join a nimble, collaborative team where good ideas move fast.
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How to Apply

Send your resume and a short note on **why you're a fit to join our sales team at MetaBrand** to: **HireMe@metabrandcorp.com**