



Job Description Form

Division/Department:	Executive		
Location:	Corporate Office		
Job Title:	Chief Executive Officer		
Reports to:	Board of Directors	Title	Board Chair

EFFECTIVE DATE / REVISION DATE

Effective Date	June 1, 2010	Revised On	
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GENERAL DESCRIPTION

CleanFish, a leading sustainable seafood company based in San Francisco, CA is seeking a Chief Executive Office (CEO). The CEO of CleanFish will have full profit and loss responsibility with direct accountability for all functional areas, including: sourcing and vetting, sales and marketing, customer service, order fulfillment, finance, human resources, facilities, information technology, product development, operations, logistics, and quality assurance.

The CEO will oversee the development of strategic plans and will manage the business on a day-to-day basis to maximize results and shareholder value. The CEO will ensure that CleanFish consistently meets revenue, profitability and sustained growth objectives. Additionally, the CEO will ensure the company adheres to and meets the organization's social mission. Furthermore, the CEO will help identify and drive new initiatives including: product development, business opportunities, channels and partnerships that drive CleanFish to the next revenue threshold in accordance with mission, vision, and brand position.

The CEO will report to the CleanFish Board of Directors.

MAJOR DUTIES/RESPONSIBILITIES

The CEO will be responsible for the execution of the Company's business plan. He/She will work with the Board of Directors to develop objectives to drive growth and enhance the Company's position in the sustainable seafood sector. Specific responsibilities will include, but will not be limited to, the following:

Financial Responsibilities

- Full profit and loss responsibility; manage day-to-day operations of the Company, including formulating and implementing long- and short-range strategic plans including yearly budget, policies and programs to achieve revenue and profitability objectives; ensure that performance meets established objectives.
- Work closely with and manage the CFO for oversight of financial reporting to ensure company appropriately meets financial goals, gross and net margins, cash flow requirements, and lender covenants.
- Effectively manage banker and investor relationships with CFO.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Sales Department Oversight

- Manage VP of Sales, ensuring effective sales programs, including brand strategy implementation.
- Assist the sales organization by participating in important sales calls and by building relationships with key customers. Working with the sales team, identify and develop potential new top-tier key accounts.

Operations Responsibilities

- Provide necessary operations support to manage cost of goods, while maintaining/increasing product quality and oversight of a best practices strategy through the supply chain.
- Drive effective forecasting between Operations and Sales to achieve high level of customer service, but with balanced levels of inventory.
- Manage VP Sourcing and Vetting to continue to develop long-term relationships with suppliers /producers to secure CleanFish's supply chain at the highest level of quality and efficiency.
- Ensure that CleanFish Alliance standards are met and evolve to encourage improved sustainability practices ongoing.

Research & Development

- Provide ongoing leadership to support and ensure effective new product development and introduction, working with sourcing and vetting and sales and marketing teams.
- Stay current on trends in the sustainable seafood industry including adjacent sectors like feeds, equipment, system design, etc. Attend appropriate industry functions, enhance the Company's profile through key networking relationships and associations, and regularly review relevant industry research and data.

Administration Responsibilities

- Provide leadership and guidance to human resources and customer service departments to ensure business objectives are being met.
- Establish operating policies consistent with company goals and objectives.
- Conduct official correspondence and execute legal documents for the company.

Organizational Development

- Provide leadership and guidance to the senior management team, working collaboratively with team members to establish performance goals necessary to achieve success. Create a strong management team that functions in a harmonious and holistic manner and is able to act decisively and in a timely fashion quickly in response to changing market needs.
- Maintain a high-level of motivation and morale companywide.
- Provide the leadership and strategic focus necessary to create a culture that is quality and customer-driven, dedicated to rewarding high performance, teamwork and individual accountability, and achieves results.
- Develop and manage an effective organization with the appropriate infrastructure, systems, programs, and methods to achieve shareholder goals. Assess the effectiveness of all operations and take corrective action as necessary.
- Maintain a climate that attracts, retains and motivates a diverse staff of high quality people; identifies skills improvement opportunities to enhance management team's capabilities.

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Marketing Responsibilities

- Lead by example and focus on the marketplace by actively promoting CleanFish to the trade.
- Manage VP of Marketing, ensuring effective brand strategy development and implementation.
- Ensure ROI measures are utilized to set standards for key marketing programs.
- Ensure VP of Marketing and sales team effectively collaborate on market research and data, key account calls, presentations, tradeshow, and trade driven promotions.
- Ensure new product launches with pricing analysis to meet company margins & effective go-to-market strategy.
- Create short and long term strategic vision of the CleanFish Brand with VP of Marketing and Board of Directors.

MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO SUCCESSFULLY PERFORM MAJOR DUTIES/RESPONSIBILITIES

The CEO must be an outstanding leader of uncompromising integrity and ethics along with the necessary credibility, expertise and experience required to lead the organization forward in a successful manner. As the successful candidate will play an integral role in driving CleanFish's profitable growth, taking the Company to new levels of success, he/she must be a visionary leader with the proven ability to capitalize on untapped opportunities. The CEO must be able to isolate issues for his/her team and help the Company to focus on implementing both top-level, strategic solutions, as well as the day-to-day tactics that are necessary for winning in the marketplace.

Specifically he/she should meet the following criteria:

- At least 10 years of increasingly responsible executive level experience, previous position as CEO, President or COO.
- Experienced and innovative consumer products executive with a broad-based skill set, including the ability to provide leadership across all functions; seafood industry and perishable product experience a plus.
- Possesses acute profit and loss/financial management skills, including short and long term budgeting.
- A motivator of people, with strong communication skills; a self disciplined decision maker.
- Experience in the foodservice and retail industry; experience with a mission driven social enterprise highly desirable.
- Experience in entrepreneurial environment working with founders; early training in a larger, corporate environment a plus.
- Will be particularly skillful in marketing innovation, strategy development, leading-edge sales management, and product innovation.
- Must be a champion of brand equity and social responsibility.
- Capable of developing a strong consumer franchise through strategic brand development.
- Analytically oriented to set standards and measure against those metrics throughout the organization.

KEY PERSONAL AND PROFESSIONAL CHARACTERISTICS

The ideal candidate will be:

- A thoughtful, forward thinking leader who is also practical and results-oriented.
- An entrepreneurial, hands-on executive who leads by example.

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- An individual who is not afraid to get their “hands wet,” think creatively, work well in a fluid environment, and possess the keen ability to organize and implement new processes and procedures.
- A bright analytical problem solver with a bias towards action and the ability to think at both a strategic and tactical level.
- An individual, who possesses an acute attention to detail, yet sees the big picture.
- An evangelist who is capable of inspiring an organization around a common mission and a set of values.
- An individual with the ability to resolve conflict and inspire a team with a bias toward action.
- An organized individual who is a good listener and excellent communicator.
- Capable of working with founders in a collaborative fashion, being sensitive to their needs and changing roles within the company.

TRAINING/EXPECTATIONS

As a member of the CleanFish team, we expect all employees to be accountable for their actions and to challenge team processes. This means having the willingness to claim 100% ownership for results, both individually and collectively with others and to “think outside of the box” when it comes to processes, policies, and strategies. Challenging conventional wisdom may lead to new solutions which will improve productivity and company profitability.

EDUCATION REQUIREMENTS

Bachelor’s Degree from an accredited four-year university. MBA strongly preferred.

COMPENSATION

- Competitive compensation commensurate with experience
- Customary benefits package

EMPLOYEE ACKNOWLEDGEMENT

I, _____, understand the job duties and responsibilities contained within this job description and as described by my immediate supervisor.

SIGNATURE

DATE

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