

Export Manager Report Card

Assessment Criteria	Considerations	Rating: (10 = Best)
Annual Plan Development, Execution, Delivery	<ul style="list-style-type: none"> • Aligned, reliable, committed 	
Export Experience – Food/Consumer Products	<ul style="list-style-type: none"> • New to 20 years + 	
Ability to Influence Distributors	<ul style="list-style-type: none"> • Focus on your priorities 	
Pioneers New Business	<ul style="list-style-type: none"> • From concept to containers 	
Work Ethic	<ul style="list-style-type: none"> • Office time vs. overseas trips? 	
International Citizenship	<ul style="list-style-type: none"> • Language skills, cultural alignment 	
Category Knowledge	<ul style="list-style-type: none"> • Viewed as expert: buyers, distributors 	
Business Leadership	<ul style="list-style-type: none"> • Partners with internal functions 	
Distributor Relationships	<ul style="list-style-type: none"> • From sales reps. to owner 	
Thought Leadership	<ul style="list-style-type: none"> • Creates and shares best practices 	
Export Strategy	<ul style="list-style-type: none"> • Logical vision and road map 	
Profitable, Sustainable, Exports	<ul style="list-style-type: none"> • Sells profitable cases 	
Retail Store Conditions	<ul style="list-style-type: none"> • Brand presence vs. market share? 	
Brand Building – Promotions	<ul style="list-style-type: none"> • Creativity, effectiveness, efficiency 	
Problem Solving – Response Time	<ul style="list-style-type: none"> • Same day to one week? 	
Customer Relations	<ul style="list-style-type: none"> • Senior access at top retailers 	
Analytical Skills: Shipments, Nielsen	<ul style="list-style-type: none"> • Trends, opportunities, plan 	
Digital Savvy	<ul style="list-style-type: none"> • E-commerce, social media 	
Supply Chain Management & Forecasting	<ul style="list-style-type: none"> • Accuracy and efficiency 	
Results vs Budget, Market, Category (CY, PY, 3 Years)	<ul style="list-style-type: none"> • Flat to 10% + 	