

RED★JACKET

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Title: President

Reports to: CEO/Owner

Location: On-site, Eastern U.S.

Industry: Cold-pressed Juice Manufacturing

Company Size: Multi-tens of millions in annual revenue

Red Jacket Orchards, an almost 70-year-old 3rd generation fresh fruit and juice company, has been delivering the “best fresh juice and cider on the planet” throughout the eastern US for the last 15 years. Our family business has its origins in a roadside stand for fresh fruit and vegetables that transitioned to a large-scale farm growing apples and stone fruits, to its current focus in the fresh juice space. We are searching for our next President who reports to the CEO/Owner. As the President, your primary role will be to continue to develop and shepherd a 3rd generation family business. You will create a high-performance culture while ensuring double-digit growth rate and delivering Juice Joy in every drop.

What We Are Looking For

The ideal candidate is a strategic, entrepreneurial, and hands-on leader who’s comfortable stepping into the work when it matters and showing others what good looks like. You move fluidly between the production floor and high-visibility conversations that shape the business—from nurturing established relationships to generating new opportunities and serving as a respected voice for the company in the community. You communicate with clarity and purpose — whether engaging customers, representing the company in the community, or shaping internal culture. You hold yourself and others to a high standard and have a genuine passion for growing a business. You are comfortable with the EOS management process. Most importantly, you consider yourself a natural problem-solver and innovator, which has been at the core of your success.

Key Responsibilities

- Strategic Direction and Execution: Develop a strategic plan that will double the sales of the organization in the next 5 to 7 years. Translate this vision into actionable plans for sales, marketing, finance and operations including succession planning and M&A.
- Sales and Market Growth: Identify and pursue new revenue streams, strategic partnerships, and market expansion opportunities regionally and nationally in retail and food service segments.
- Culture: Lead the organization in living our mission, vision and core values. Instill a “safety first” attitude in every facet of our operation while fostering a nurturing, authentic, and symbiotic environment where people grow together and support shared success.
- Operations: Oversee plant operations management for production, maintenance, purchasing, shipping and receiving.
- Exceptional Quality: Juice Joy is the bedrock of who we are and what we do – it is our craft. Ensure sourcing and production processes deliver that promise in every bottle.
- Food Safety: Ensure product is safe and consistently Pure, Fresh, Delicious and conforms to established GAP and HACCP guidelines and established SOPs. Meet or exceed expectations for consumer and customer satisfaction and drive preventative and corrective measures to improve.
- Financial Management: Drive progressive financial performance by setting clear targets, monitoring results, and providing transparent updates and recommendations to ownership.
- Strategic Communication: Represent the company with authenticity and clarity, strengthening customer loyalty, community partnerships, and internal culture through consistent, transparent communication.

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- Community & Industry Engagement: Brings a cohesive network of trusted industry and community relationships to the business and applies mature judgment shaped by deep experience.
- Supply Chain Management: Fully manage procurement, resource allocation, inventories for fresh fruit, juices, and other supplies. Build understanding and engagement with core supplier and grower industries.

Job Requirements:

Required:

- 10+ years of progressive experience in manufacturing
- 8+ years in a leadership role with P&L responsibility
- 5+ years sales & marketing experience in food industry
- Solid operations aptitude & experience
- Ability to build and lead high-performing teams and effect change in an entrepreneurial environment a must
- Exercises sound decision-making authority while partnering closely with ownership to ensure alignment on priorities and long-term direction.
- Sound problem-solving skills; adaptable
- Demonstrated interpersonal skills and time management
- Excellent business acumen
- Working knowledge of Microsoft Office (advanced proficiency in Excel, Word and Outlook)
- Motivated, driven by challenge to succeed in a fast-paced production environment
- Demonstrated proficiency in written and verbal communication
- Ability to share complex or sensitive information in a respectful, thoughtful way

Preferred:

- 5+ years food or perishable manufacturing experience
- Family business leadership experience
- Bachelor's Degree
- Lean Manufacturing experience
- Knowledge of food-based food quality requirements (ex. HACCP, GMP, GAP, etc.)
- Experience with FDA, USDA, HACCP, GAP, and other national quality systems
- Working knowledge of Business Central or similar systems

Equal Opportunity and Non-Discrimination

Red Jacket Orchards is an equal opportunity employer and prohibits discrimination on the basis of any protected status. All qualified applicants will receive consideration for employment without regard to age, color, creed, disability, domestic violence victim status, gender identity, genetic predisposition or carrier status, marital status, national origin, pregnancy, race, religion, sex, sexual orientation, status as a protected veteran or as a member of any other protected group or activity.

We will make reasonable accommodations for personal with disabilities to enable them to perform the essential functions of this position unless to do so poses an undue hardship on the organization or a direct threat to health or safety reasonably accommodate individuals to perform the essential functions of this position.

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