



Your Committed Partner in Excellence!

Position: Director of Marketing
Company: Chrane Foodservice Solutions, LLC

Position Reports to: Chief Revenue Officer Ashley Potter
Location: DFW or Houston
Status: Full-Time

What is a Chraniac?



Are you the next Chraniac?



About Chrane Foodservice Solutions

Chrane Foodservice Solutions is a high-performing manufacturer's representative group proudly serving Texas and Oklahoma. Representing top-tier equipment and supply brands, we are driven by innovation, service, and culture. With organized plans and a bold vision for aggressive manufacturer growth over the next 2.5 years through organic growth and acquisitions, we are seeking a Director of Marketing to help lead that charge. We operate under the EOS (Entrepreneurial Operating System) model, with a people-forward culture, an all-in team mindset, and a commitment to winning the right way.

Position Summary

- The Director of Marketing at Chrane Foodservice Solutions is both a cultural champion and a growth catalyst. As "Your Committed Partner in Excellence," this leader embodies the Chraniac spirit—uniting employees with a shared sense of pride, attracting exceptional talent, and reinforcing the values that make Chrane a preferred partner for manufacturers, dealers, consultants, and end-users.

This role blends strategic vision with hands-on execution. The Director will guide a four-person marketing team, balancing creativity with data-driven decision making, while fostering professional growth, accountability, and measurable business impact.

Travel Expectations:

- Approximately 10-15% travel per month:
 - Chrane quarterly meetings
 - Industry events
 - Trips to Chrane's manufacturer partners' facilities for training and education
 - Trips to our DFW or Houston offices to train with teammates as needed.

CHRANE FOODSERVICE SOLUTIONS, LLC.

9155 STERLING STREET, SUITE 140 IRVING, TX 75063
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- The initial 45-day onboarding and training process will be based out of Chrane's DFW or Houston office. The first 90 days of employment will involve heavier travel than normal so be prepared mentally and physically for this demand.

Key Responsibilities:

- **Strategic Leadership & Vision**
 - Shape and articulate a forward-thinking marketing vision aligned with Chrane's growth and expansion strategy.
 - Collaborate with Sales, Culinary, and First Impressions teams to develop the annual marketing budget and manage it with discipline.
 - Stay current on industry trends to keep Chrane at the forefront of marketing excellence.
- **Brand Development & Management**
 - Strengthen and evolve Chrane's brand identity across all channels—digital, print, and in-person.
 - Drive measurable brand demand for represented manufacturers, generating interest through dealers, consultants, and end-users.
 - Lead content marketing programs (articles, testimonials, videos, case studies) that build thought leadership.
- **Lead Generation & Sales Alignment**
 - Build integrated marketing programs that create qualified leads for the sales team and dealer partners.
 - Use metrics such as Marketing Qualified Leads (MQLs) and revenue per MQL to measure success.
 - Ensure close collaboration with Sales leadership for smooth lead handoffs and pipeline alignment with marketing initiatives.
- **Digital & Marketing Automation**
 - Optimize digital platforms: website, social, email marketing, SEO, and Salesforce Marketing Cloud.
 - Monitor and improve engagement, conversion rates, and user experience.
 - Oversee CRM and automation processes to support nurturing, analytics, and reporting.
- **Event Strategy & Execution**
 - Oversee Chrane-hosted events, trade shows, and industry conferences.
 - Ensure events drive visibility, engagement, and qualified leads.
 - Measure event ROI and adjust strategies for maximum impact.

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- **Voice of the Customer & Market Insight**
 - Lead Voice-of-Customer initiatives to capture testimonials and improve positioning.
 - Provide coaching, feedback, and growth opportunities.
 - Model servant leadership that balances professionalism and humor while championing others' success.
- **Team Leadership & Development**
 - Lead and mentor a four-person marketing team with a culture of curiosity, collaboration, and accountability.
 - Provide coaching, feedback, and growth opportunities.
 - Model servant leadership that balances professionalism and humor while championing others' success.
- **Performance Management & KPIs**
 - Define and track KPIs such as qualified leads, sales impact, event ROI, and digital engagement.
 - Establish regular measurements and reporting cadences.
 - Present results and insights to leadership with clear business impact.
 - Drive continuous improvement through testing and iteration.
- **Cross-Functional Collaboration & Vendor Management**
 - Align initiatives with Sales, Culinary, First Impressions, and Operations to deliver a cohesive customer experience.
 - Manage agency, freelancer, and vendor partnerships to extend internal capabilities.

Qualifications & Experience

- Bachelor's degree in marketing (or related field) or equivalent experience.
- Experience 7-10 years of progressive marketing leadership, ideally in foodservice or related field.
- Proven success in brand building, digital strategy, budget ownership, KPIs, event leadership, and team development.
- Strong leadership and coaching skills with the ability to build trust and accountability.
- CRM fluency (Salesforce preferred), executive level communication, presentation, and solid analytical instincts.
- A true team player who thrives in entrepreneurial, fast-moving, relationship-driven environments.
- Curious, growth-minded, collaborative, and passionate about helping others succeed.
- Preferred (Not Required): Familiarity with Entrepreneurial Operating System (EOS).

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Who You Are

- A culture-first leader who champions collaboration and execution.
- A visionary strategist who connects marketing to sales growth and customer impact.
- A detail-oriented operator who scales processes and maintains excellence.
- A trusted partner to manufacturers, customers, and teammates.

What Success Looks Like

- The Marketing Team is seen as a strategic revenue driver, consistently supporting sales goals through leads, events, and marketing-led initiatives that influence decision-makers.
- Cross-functional alignment is strong, with Marketing working seamlessly alongside Sales, Culinary, and Leadership to deliver cohesive, high-impact customer experiences.
- Marketing-led revenue streams are growing and other programming contributing to annual targets and long-term profitability.
- Marketing team members are thriving, with clear goals, strong coaching, and visible career development that supports retention, morale, and bench strength.

Why Join Chrane?

At Chrane, we're not just different — we're intentionally different. Relationships drive results, and our Marketing Team plays a critical role in forging the trust, innovation, and excellence we deliver to our partners.

The Director of Marketing will have the unique opportunity to build something lasting: to elevate a brand already loved in the industry, expand its reach through data-driven storytelling, and shape how our customers experience the Chrane difference.

If you believe marketing is about more than campaigns — if you believe it's about connection, purpose, and creating something that truly moves people — you'll find a home here.

What to Expect from the Interview Process:

- Initial Application Process as defined below (Pre-Interview)
- Initial Phone Call Interview with Ashley Potter (Phase 1)
- Background Check
- In-Person Interview with Ashley Potter and Chris East (Phase 2)
- Team Interaction and Activity Component - are you culturally the right fit for Chrane? DFW or Houston (Phase 3)
- Chrane will cover all travel costs associated with the interview process. Applicants must "pass" each Phase prior to being invited on to the next Phase.

Applicants, please send the following information to Janie Evans-Troje at JETroje@chraneefs.com:

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- Resume
- Cover letter
- Three professional references
- Any questions regarding the position
- Incomplete information sent to Janie Evans-Troje will result in applicants not being considered for employment.
- Complete the employment application found online: <https://chraneefs.com/careers/>

Chrane Foodservice Solutions, LLC is a privately held, equal opportunity employer. Our Core Values provide the foundation from which we cherish all talents, skills and ideals that portray and make the communities we live and work in better.

For more information about Chrane Foodservice Solutions, LLC please contact Ashley Potter (apotter@chraneefs.com) or visit www.chraneefs.com.

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