



Your Committed Partner in Excellence!

Position: Chief Marketing Officer
Company: Chrane Foodservice Solutions, LLC

Position Reports to: Principal and Integrator Duane Guidry

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 Chief Marketing Officer 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 Chief Marketing Officer (CMO) is responsible for defining and leading Chrane's long-term marketing strategy, brand positioning, demand generation, and analytics maturity. Reporting to the Principal and Integrator, this role serves as an executive partner to leadership and ensures marketing operates as a measurable, revenue-driving engine.

Travel Expectations:

Approximately 20%-25% travel per month:

- Chrane quarterly meetings
- Industry events
- Trips to Chrane's manufacturer partners' facilities for training and education
- Trips to our Chrane offices to train with teammates as needed.
- 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.

CHRANE FOODSERVICE SOLUTIONS, LLC.

9155 STERLING STREET, SUITE 140 IRVING, TX 75063
4100 N SAM HOUSTON PKWY. WEST, SUITE 220 HOUSTON, TX 77086

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Key Responsibilities:

- **Strategic Leadership & Vision**
 - Shape and articulate a forward-thinking marketing vision aligned with Chrane's growth and expansion strategy.
 - Serve as an executive partner to the Principal and leadership team on growth, positioning, and expansion.
 - Establish marketing as a measurable revenue-driving function.
 - Oversee the structure, leadership, and performance of the marketing organization, ensuring clear accountability and alignment to strategic objectives.
 - Establish performance goals and ensure alignment with company objectives and budgets.
- **Financial & Business Management**
 - Evaluate the financial aspects of go-to-market and marketing led initiatives, including budgets, ROI, and profitability projections.
 - Develop pricing strategies, balancing firm objectives and customer satisfaction.
 - Use sales forecasting and strategic planning to ensure profitability of products, lines, or services.
- **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**
 - Set the strategic direction and performance expectations for digital platforms, including website, social, email marketing, SEO, and marketing automation.

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- Oversee CRM and automation processes to support nurturing, analytics, and reporting.
- **Event Strategy & Execution**
 - Define event strategy, objectives, and success metrics for 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.
- **Voice of the Customer & Market Insight**
 - Own the Voice-of-Customer strategy, ensuring insights, testimonials, and market feedback inform brand positioning and go to market decisions.
 - Translate customer and market insights into executive level recommendations for messaging, demand strategy, and growth initiatives.
 - Ensure customer perspective is embedded in leadership decisions related to brand, demand generation, and market expansion.
- **Team Leadership & Development**
 - Design and scale the marketing organization structure to support current and future growth.
 - Lead, develop, and mentor marketing leaders with clear expectations and accountability.
 - Ensure clarity of roles, ownership, and execution across the marketing team.
 - Provide coaching, feedback, and growth opportunities that build leadership capability and bench strength.
 - Model servant leadership that balances professionalism, approachability, and a strong performance culture.
- **Performance Management & KPIs**
 - Own Marketing KPIs, analytics framework, sales impact, and forecasting models.
 - Establish regular measurements and reporting cadences.
 - Present results and insights to leadership with clear business impact.
 - Drive continuous improvement through testing and iteration.

Qualifications & Experience

- Bachelor's degree in marketing (or related field) or equivalent experience.
- Experience 10+ years of progressive marketing leadership, ideally in foodservice or related field.
- Proven success in brand building, marketing strategy, budget ownership, KPIs, event leadership, and team development.
- Strong leadership and coaching skills with the ability to build trust and accountability.

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- 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).

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

- Marketing is established as a strategic revenue engine, with the CMO owning the vision, KPIs, and accountability for marketing's direct and indirect impact on pipeline, revenue, and growth.
- Cross-functional alignment is strong, with the CMO serving as an executive connector across Sales, Culinary, and Leadership to deliver a unified go-to-market strategy and cohesive, high-impact customer experiences.
- Marketing-led and marketing-influenced revenue streams are growing year over year, supported by clear attribution, forecasting, and ROI measurement that contribute to annual targets and long-term profitability.
- The marketing organization is scalable and healthy, with strong leadership development, clear goals, and visible career paths that support retention, morale, and long-term 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 Chief Marketing Officer 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)

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- 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:

- 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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