

ShopUp HQ

Position Name: **New Initiative Lead**

Full-time

Role overview

ShopUp is seeking a dynamic and results-driven New Initiative Lead to develop and execute innovative sales strategies, expand market presence, and strengthen relationships with key stakeholders. The ideal candidate will lead cross-functional teams, manage projects efficiently, and ensure quality and timely procurement while analyzing market trends to drive growth.

Job description

- 🔗 Develop and execute sales strategies to meet revenue targets and expand market share.
- 🔗 Negotiate pricing, contracts, and terms to ensure cost-effectiveness and quality.
- 🔗 Build and maintain strong relationships with farmers, suppliers, and customers.
- 🔗 Monitor product quality, coordinate logistics, and ensure timely procurement.
- 🔗 Conduct market research, analyze trends, and prepare comprehensive sales reports.

Qualification and experience

- 🔗 Proven experience in project management, business operations, and sales.
- 🔗 Strong leadership capabilities with excellent analytical and problem-solving skills.

Additional information

Required Skills / Technical Expertise

- Project Management
- Business Operations
- Team Management
- Sales & Negotiations
- Excellent communication and interpersonal skills

Application Link: <https://url-shortener.me/3l2>

Application deadline

November 30, 2025