



**CASE STUDY:**

MARKET NICHE

**Oleochemicals**

POSITIONS NICHE

**Sales**

JOB TITLE

**3Mg` f Manager,  
EagfZV8ef**

CLIENT

**Acme-Hardesty**



**ROPELLA**  
GROWING GREAT COMPANIES

850-983-4777 | [www.ropella.com](http://www.ropella.com)



COMPANY

**Acme-Hardesty**

POSITION

**Account Manager, Southeast**

LOCATION

**Atlanta Area  
(Home-Based Office)**

**For more information contact:**

Robbie Ropella

President, Executive Search

Ropella

850-983-4883

Robbie@ropella.com



8100 Opportunity Drive, Milton, Florida 32583  
850-983-4777 | [www.ropella.com](http://www.ropella.com)

**Company Information**

## Acme-Hardesty

**More Information:**

[www.acme-hardesty.com](http://www.acme-hardesty.com)

Acme-Hardesty is one of the largest value-added resellers of oleochemicals in America. They provide a full line of high-quality products to customers ranging from small companies and LTL buyers to Fortune 100 multi-nationals. No matter what you are seeking to source, they deliver a standard of service unequalled in the oleochemical world.



Acme-Hardesty has been in business over 70 years. Since 1942, they have been supplying oleochemicals, castor oil & derivatives, and market focused products. In 1980, Acme-Hardesty pioneered importing and reselling bulk and packaged palm based oleochemicals from Malaysia and Indonesia.

Their global supply partners are world class companies who manufacture quality products based on naturally sourced feedstocks. Acme-Hardesty continues to add new products to service their key markets. They focus sourcing efforts on green, naturally derived, renewable, and sustainable products to meet their customer's needs.

Acme-Hardesty's parent company, Jacob Stern & Sons, Inc. has been in business over 155 years (est. 1857). Jacob Stern & Sons is one of the largest processors, marketers, and exporters of tallow in the world.

**Key Markets Served:**

- HIIPC: Household, Industrial & Institutional, Personal Care, & Cosmetics, Flavor & Fragrances, Food, Beverages, Pet Food, Animal Feed, Surfactants, Nutraceuticals, Pharmaceuticals, Candles, Textiles, and Green
- Performance Additives: Lubricants, Greases, Metal Working Fluids, Oilfield, Paints & Coatings, Inks, Resins, Adhesives, Polyurethanes, Plastic & Rubber Additives, Paper, Defoamers, Sintering/Powder Metals



**Company Information****Corporate Culture**

At Acme-Hardesty, people are what matter. Relationships are highly valued, and their word is their bond - plain and simple. They expect both teamwork and professionalism of one another. And while healthy discussion and collaboration are encouraged, interactions are respectful and foster innovation. Company meetings offer an opportunity for socializing, and they frequently host office recreational or holiday events.

Acme-Hardesty encourages smart risks, and take an investment approach to risk-taking, not a gambling approach. To assist in ongoing development, coaching programs and performance management systems are employed.



*Hiring Manager Information*

## Bryan Huston, Vice President of Sales & Marketing

---

Bryan graduated from Farleigh Dickinson University with a B.S. in Business Administration and Marketing, and has been with Acme-Hardesty for over a decade. With over 30 years working with chemicals, he has worked for Ashland, Witco, BP, Elf Atochem, and others in his distinguished career in the chemical industry.

His attention to detail has allowed him to grow business development even during times of restructuring, and it is this results-oriented style of leadership that he employs with those who answer to him. However, he takes great efforts to guide each newcomer through the onboarding process to make sure they have everything they need to get a sure footing. He has a high drive that focuses on overcoming obstacles.

Bryan resides in the Philadelphia area with his wife and children. His interests include sailing, golfing, woodworking, and college football.

## Dean Bostic, National Sales Manager

---

Dean Bostic has been involved in the chemical industry for about 20 years in various Laboratory, Sales, Business Unit Management, and Sales Management roles. He has held responsibilities primarily throughout the NAFTA region. His entire career has been involved in developing and marketing both specialty and commodity products into a wide array of markets and customer base. He has built his career almost entirely within the Acme-Hardesty team over the years.

Dean earned his Bachelor of Science in Biology from West Virginia University, and has earned various achievements and awards, including Salesperson of the Year and the Strategic Excellence Award from Acme-Hardesty. As a manager, Dean's style is open and flexible. He shuns micromanagement, and prefers to give his people the freedom to make decisions and excel on their own accomplishments.

Dean calls North Carolina home, where he enjoys spending time with his wife and coaching sports for his two children.

**Position Information**

## Account Manager, Southeast

---

**Company Overview**

Jacob Stern & Sons, Inc. is a privately owned importer, exporter, processor, and distributor of specialty agri-chemical products derived from natural sources. With more than 155 years in business (est. 1857) the company is recognized worldwide for its stability, long-standing relationships, and expertise in supply chain.

Acme-Hardesty Co., a division of Jacob Stern & Sons, Inc., is located in Blue Bell, Pennsylvania and is one of North America's largest value-added importers of oleo-chemicals and castor oil products in the United States. It has a sharp, high-energy, engaged team and a collegial, non-bureaucratic environment that values creativity, learning, and continuous improvement.

**Principle Responsibilities & Activities**

- Manage day to day business of territory
- Maintain and grow existing sales territory
- Develop relationships with customers and prospects
- Sell to the multi-levels buying influences at a customer
- Improve and grow profitable sales
- Expand sales at existing accounts through new products or increased share of business
- Prospect and develop new customers
- Travel 50% (2 to 3 nights a week) or as required to meet the objectives and requirements of the role
- Develop profitable and sustainable sales in territory as assigned by management
- Manage all aspects of the AHCO's Sales Program:
  - CRM based Sales Process
  - Sales Funnel
  - Territory management
  - Call reports for every sales call into CRM

**Education & Experience**

- Bachelor Degree in Business, Science or related Technical focus.
- MBA and chemistry background a plus.
- 5 to 10 years experience in consultative selling to industrial customers, preferable in the oleo-chemical, surfactant or related industries.
- Knowledge of commodities, palm, coconut, Oils & Fats, and castor markets is highly desirable; although, expertise in other markets such as surfactants or other specific chemicals is also sought after to further diversify the company's product lines.
- Successful track record of selling in a distribution or trading marketplace.
- Ability to sell at all multi-levels.
- Self-starter and entrepreneur attitude.
- Positive reputation in market and track record of increasing profitable sales.

**Skills**

- Highly developed interpersonal and influencing skills; the ability to develop working relationships with individuals at all levels of the organization which enhances productivity and improves results
- Excellent sales skills, business acumen and personal judgment developed through previous experience with interactions with people at all levels of the business
- Ability to qualify, select, negotiate and leverage partnerships with customers
- Excellent communications skills: written and oral
- Ability to work effectively with internal peers and support teams
- Computer skilled: ability to efficiently utilize Microsoft Office, MS Outlook, CRM, iPhone & iPad APPs and ERP reports must be physically and intellectually able to perform the duties of the job: must be able and willing to travel domestically, and limited international trips if needed, to meet the objectives and requirements of the role
- Savvy traveling skills; clean driving record

Acme-Hardesty | 7  
Account Manager, Southeast

- Possess and demonstrate strong organizational skills. Must be able to work from a Home office

**Behavior & Competencies**

- Sales excellence and customer focus
- Business acumen and business ethics
- Interpersonal effectiveness, highly organized, and teamwork oriented
- Takes ownership and is results orientated



Acme-Hardesty | 8  
Account Manager, Southeast



**For more information contact:**

Robbie Ropella

President, Executive Search

Ropella

850-983-4883

Robbie@ropella.com

---

If you have open positions in your organization,  
give us a call and put our people and our process  
to work for you.

---



8100 Opportunity Drive, Milton, Florida 32583  
850-983-4777 | [www.ropella.com](http://www.ropella.com)



**ROPELLA**<sup>™</sup>  
GROWING GREAT COMPANIES



**Skill Survey**  
**Acme Hardesty**  
**Regional Sales Manager - SouthEast**

**Name:**

**Date:**

1. Outline University Degree(s) with date(s): (Please provide the Name, the Location and the Phone # of each Institution **& YOUR BIRTHDATE** – so we can conduct degree confirmation checks) **Note: This date is required by the colleges/universities to complete degree confirmation checks, and will only be used for that purpose. Your birth date will not be supplied to the client.**
2. Outline your total number of years in specialty or commodity chemical sales as well as the territories you are most familiar with or have been the most successful in.
3. Which chemical products/lines have you sold the most often and/or had the most success selling?
4. Describe your knowledge if any of the oleochemical, palm, coconut, castor oil or closely related markets.
5. Share an example that demonstrates your ability to drive sales and significantly increase the customer base and/or market penetration of your product line.
6. Describe the most successful selling process you have used. What specialized training have you been through for developing sales presentation skills?
7. Describe your most difficult experience negotiating with a customer. What was the outcome?
8. Describe your experience involving entrepreneurial or entrepreneurial opportunities where you were driven to successfully convert business opportunities into sales and profits
9. What is your comfort level with travel? Do you have a maximum % level of travel or # of days away from home you could sustain?
10. Tell us about any non-compete and/or employer restrictions that you may have. Please provide these documents for our review.
11. If asked one of the following questions during an interview, how would you answer?  
Why are you considering this opportunity? (or)

What's motivated you to consider a job change at this time?

### References

Please provide three to six references. The first priority is past bosses, then employees, then peers.

**Example:** Bob Smith, currently – Business Director at ABC Chemical 412-123-4567, Email: bob.smith@abcchem.com.

Was Director of sales, my direct boss, while I was Regional Account Manager at ABC Chemical.

**We will NOT contact any references until after completing the interview process and not without notifying you first.**

- 1)
- 2)
- 3)

[Click for Spell Check](#)

\*If a message appears at the top for a macro, please allow the macro to run for this spell check function to work\*

\*If no pop up box appears... then your spelling is correct\*

Our Candidate Scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate's are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A's.



**ROPELLA**  
GROWING GREAT COMPANIES



**Candidate Comparison-Scorecard**

Grade: \_\_\_\_\_

Grader's Name: \_\_\_\_\_

Candidate Name: \_\_\_\_\_

Client Name: Acme Hardesty

Hiring Mgr: \_\_\_\_\_

Position: Account Manager Southeast

| Attribute   | A/B/C | Comment |
|---|-------|---------|
| 1. Education<br>A = MBA and chemistry background<br>B = Bachelor Degree in Business, Science or related Technical focus.<br>C = BS in other field   |       |         |
| 2. Total years in specialty/commodity chemical sales and successful territories covered<br>A = 10+ years/southeast and surrounding<br>B = 5-10 years/southeast<br>C = <5 years/Areas other than southeast   |       |         |
| 3. Applicable Sales Experience<br>A = Extensive successful experience with products/lines specified<br>B = Some successful experience with specified products/lines<br>C = Experience with non-related products/lines   |       |         |
| 4. Knowledge of specified markets<br>A = Extensive experience with listed markets<br>B = General experience with listed markets<br>C = Little or no experience with listed markets  |       |         |
| 5. Business Development and Entrepreneurial ability<br>A = Well defined example that demonstrates ability to grow business and penetrate new markets<br>B = General answer showing understanding of and some success in business development<br>C = No business development skills demonstrated |       |         |
| 6. Sales Process/special training<br>A = Well defined example that demonstrates successful sales process/extensive sales training<br>B = General answer showing an understanding of the sales process/some special training<br>C = No special process defined/no special training               |       |         |

Our Candidate Scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate's are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A's.

|   |  |   |
|---|--|---|
|   |  |   |
| <p>7. Negotiation Skills<br/> A = Well defined example that demonstrates ability to negotiate successfully<br/> B = General answer showing understanding of the negotiation process<br/> C = No negotiation skills demonstrated</p>   |  |   |
| <p>8. Entrepreneurial experience<br/> A = Extensive – able to list many examples of successful entrepreneurial opportunities<br/> B = Average – able to list a few examples of successful entrepreneurial opportunities<br/> C = Little or no experience with entrepreneurial opportunities</p> |  |   |
| <p>9. Comfortable w/ travel<br/> A = Road warrior-wide open to travel as required<br/> B = Open to travel only up to 50%<br/> C = Open to less than 50% travel</p>  |  |   |
| <p>10. Non-compete and employer restrictions<br/> A = No non-compete or applicable nondisclosure<br/> B = Unenforceable non-compete or limited nondisclosure<br/> C = Active Non-compete and/or limiting Nondisclosure</p>  |  |   |
| <p>Grading Point System:<br/> A's = 4<br/> B's = 3<br/> C's = 2<br/> Bonus Points = 1<br/> Now add up the numerical value of each grade and then divide by the total number of grades</p>   |  | <p>Total Points</p> <p>Divided by __ grades =</p> <p>Avg. Grade</p> |