
Role Title	Business Development Manager — Animal Nutrition, Pet Food & Supplements
Territory	Ireland, United Kingdom, and European markets
Reporting To	Managing Director, Willows Ingredients
Employment Type	Permanent, Full-Time

About Willows Ingredients

Willows Ingredients is a specialist distributor of premium raw materials and ingredients for the food, nutrition, and animal health industries. Headquartered in Ireland, we serve customers across Ireland, the United Kingdom, and Europe, with deep expertise in health, sports, and animal nutrition. We are investing in dedicated commercial resource to accelerate growth in the animal nutrition, pet food, and supplements sectors.

The Opportunity

This is a newly created role driven by a clear market opportunity.

The BDM will take ownership of existing accounts, drive new business across pet food manufacturers and companion animal supplement producers, and build the foundation for meaningful European expansion. This role has genuine scope: the market is growing, the support is in place, and whoever fills it will shape what Willows becomes in this sector.

Key Responsibilities

Commercial Development

- Manage and grow existing accounts, delivering service continuity and revenue retention from day one.
- Identify, prospect, and convert new business across pet food manufacturers (wet, dry, treat, and functional formats), companion animal supplement producers, contract manufacturers supplying private label or branded pet nutrition products, and mineral and vitamin supplement companies for companion animals.
- Reactivate dormant accounts where Willows has historic relationships but no active commercial presence.
- Build a robust pipeline, report monthly on activity, conversion rates, and forecast revenue to the Managing Director.

Technical Sales

- Act as a credible technical partner to customer nutritionists and procurement teams — discussing ingredient functionality, formulation requirements, FEDIAF compliance, and supply chain considerations with authority.
- Present ingredient solutions across Willows' portfolio: functional proteins, omega-3 sources, algae-derived ingredients, fibre and prebiotic materials, palatability enhancers, vitamins, minerals, and specialty supplement ingredients.
- Support customers with product development, reformulation, and regulatory compliance queries, drawing on Willows' internal expertise and supplier network.

Supplier Relationship Management

- Manage and develop relationships with Willows' existing pet food ingredient suppliers — acting as the primary commercial contact, communicating market feedback, reporting on pipeline activity, and maintaining confidence in Willows as a capable and active distribution partner.
- Identify, approach, and onboard new ingredient suppliers whose product offer complements or extends the Willows pet food portfolio, building the commercial case internally and managing the supplier relationship through to active distribution.
- Represent Willows credibly at supplier principal meetings, trade events, and industry exhibitions. Communicate Willows' market position, customer reach, and distribution capability to prospective and existing principals.

European Expansion

- Identify and qualify new business opportunities across key European markets, particularly in markets where Willows Ingredients already have manufacturer relationships and can extend its reach.
- Represent Willows at European trade events, industry exhibitions, and supplier meetings where appropriate.
- Provide market intelligence on competitor activity, pricing trends, regulatory developments, and customer requirements across target European territories.

Internal Contribution

- Contribute to annual commercial planning, budget setting, and pricing strategy for the pet food and companion animal supplement sector.
- Work closely with purchasing, logistics, and quality teams to ensure supply reliability and service levels are maintained as the business scales.
- Support the Managing Director with commercial reporting in the format required.

Candidate Requirements — Essential

- Experience in speciality ingredient sales within pet food or companion animal supplements, gained within the distribution sector.
- Experienced on both sides of the distributor model; managing supplier relationships and developing customer accounts simultaneously.
- A proven track record of winning new business and growing existing accounts.
- Technically credible with nutritionists and formulators; omega-3s, amino acids, palatability, FEDIAF, functional ingredients in wet and dry formats.
- An active network in Irish, UK or European pet food and companion animal supplement manufacturing.
- Commercially sharp; you price to margin, negotiate with confidence, and build lasting customer relationships.
- Full clean driving licence, and willing to travel across Ireland, the UK, and Europe. We are open to where the candidate is based.

Candidate Requirements — Desirable

- Familiarity with nutritional supplements for companion animals, functional ingredients, nutraceuticals, joint health, gut health, or life-stage-specific formulations.
- European market experience, particularly in France, Germany, Luxembourg, the Netherlands, or Belgian markets, where premium pet food and functional feed ingredient demand is growing.
- A relevant qualification in animal nutrition, food science, biochemistry, or a related discipline.

What Willows Offers

- 25 Days annual leave
- Performance-based bonus
- Company car allowance
- Hybrid working arrangements.
- Private health insurance following six months' probation.
- Company pension scheme following six months' probation.
- Employee Assistance Programme.
- Mobile phone and laptop provided.
- The opportunity to join an ambitious, growing business with genuine scope to shape a market-leading position in Ireland and Europe.

Please apply with your cv and a covering letter/email to dflynn@willowsingredients.ie