



**Position:** **Vice President of South, Central, and North America**

**Reports to:** **President & CEO**

**Classification:** **Full-time, exempt, individual contributor role**

**Position Summary:**

The Vice President of South, Central, and North America (VP-SCNA) is a key member of the APC leadership team and serves as the strategic and operational lead for U.S. peanut export market development across the Americas and Caribbean. This position is responsible for planning, implementing, and overseeing all regional market development programs funded by industry resources and USDA Foreign Agricultural Service (FAS) programs, including MAP, FMD, RAPP, and related initiatives.

The VP-SCNA manages regional in-market representatives, PR agencies, and consultants; ensures full compliance with USDA regulations; leads strategy development for assigned regions; and provides expert guidance on market intelligence, demand drivers, competition, and barriers to trade. This position collaborates closely with other Vice Presidents, APC contractors, and the Project Manager of Export Programs to implement APC's global export strategy and ensure alignment across markets.

The VP-SCNA reports directly to the President & CEO and supports the APC Export Committee in the development and execution of regional market development strategies.

**Essential Duties and Responsibilities:**

**1. Strategic Leadership & Regional Market Development**

- Develop and implement comprehensive regional export strategies for the Americas and Caribbean. This includes large existing markets like Canada and Mexico, as well as new target markets like Colombia.
- Serve as APC's senior regional expert on market conditions, trade opportunities, competitive dynamics, regulatory landscapes, and long-term growth.
- Lead regional contributions to the Unified Export Strategy (UES).

- Provide recommendations to the President & CEO on regional priorities, resource allocation, and emerging opportunities.
- Provide market intelligence and analysis to industry stakeholders.

## **2. Program Planning, Management & Execution**

- Oversee USDA FAS-funded programs within the region, including MAP, FMD, RAPP, and EMP.
- Develop activity plans, budgets, and performance targets for assigned markets.
- Ensure all activities comply with USDA regulations.
- Lead administrative aspects of program execution including contracts, reimbursements, documentation, and reporting.
- Prepare performance reports and activity summaries for USDA and APC leadership.

## **3. Contractor, Team & Vendor Management**

- Select and supervise in-country representatives, PR firms, and consultants.
- Provide directions to the APC team on regional priorities.
- Conduct field visits to monitor program delivery and evaluate contractor performance.
- Ensure contractor work aligns with APC's brand, priorities, and compliance requirements.

## **4. USDA FAS Compliance & Reporting**

- Ensure all regional programs meet USDA FAS requirements.
- Support internal reviews, internal audits, and external audits related to regional programs.
- Work with the Project Manager of Export Programs to maintain systems for tracking, reporting, and documenting all FAS-funded activities.
- Serve as regional point of contact for USDA/FAS issues and inquiries.

## **5. Industry, Trade & Policy Engagement**

- Provide leadership on regional trade policy issues and market access challenges.
- Coordinate with APC technical experts, trade policy consultants, and U.S. government partners.
- Support international food aid and humanitarian initiatives, where applicable.
- Represent APC at domestic and international events.

## **6. Export Committee Support**

- Develop regional briefs, strategy proposals, and updates for the Export Committee.
- Present progress and results to senior leadership.
- Ensure regional priorities align with APC's overall export strategy.
- Lead the Export Committee on a rotational basis with the other Vice Presidents in charge of international programs.

## **7. Travel & Market Engagement**

- Travel to regional markets to oversee programs and meet stakeholders.
- Conduct site visits and meetings with commodity buyers, retailers, distributors, and government officials.
- Represent the APC at trade missions, seminars, conferences, and events.

## **8. Other Duties as Assigned**

- Support an atmosphere of transparency, trust, and teamwork.
- Adhere to all policies, guidelines, and requirements as outlined in APC's employee manual.
- Complete other duties as assigned by the President & CEO.

### **Compensation:**

Salary & Signing Bonus: Commensurate with skills and experience

Benefits: 5% matching 401K, vested day one; 100% employer provided health, dental, and life insurance

**Location:** Alexandria, Virginia, hybrid work schedule

**Travel:** Significant travel required in the United States and Internationally

### **Minimum Qualifications:**

- Professional working proficiency or higher in Spanish.
- A strong team player with a willingness to learn.
- A passion for trade, food, and American agriculture.
- A diplomatic approach with an initiative-taker attitude.
- A bachelor's degree or equivalent.
- Requires at least 5 years of progressively responsible administrative experience in international trade, business, and/or development.

### **Preferred Qualifications:**

- Knowledge of international markets, especially in the Americas and Caribbean. Strong awareness of Mexico a plus.
- Conversational or professional French a plus.
- Prefer at least 5 years' work experience in team leadership.
- Prefer at least 7 years' experience with managing and budgeting for large events.
- Prefer at least 10 years of professional experience in international marketing of food and/or agricultural products.
- Prefer a master's degree or equivalent.
- Prefer knowledge of tariff and non-tariff barriers to trade, export requirements for agricultural products, and international regulations.
- Prior experience working with USDA cooperators and/or trade associations.
- Demonstrated leadership of international contractors and in-market representatives.

### **Conditions of Employment:**

- May require completion of a name-based background screening, credit check, and self-disclosure of criminal history.
- Requires ability to travel in the performance of duties. Requires appropriate, valid driver's license.
- Overnight travel is required. Working evenings and weekends may be required.
- Authorization to work in the U.S. and eligibility for international travel. Sponsorship not offered.

Applications will be open until March 31, 2026, or until the position is filled. Interviews will be on a rolling basis.

**About APC:** Founded in 1940, the American Peanut Council, located in Alexandria, VA, is the trade association for the U.S. peanut industry, representing all segments of the U.S. peanut industry across domestic and international markets. The main functions of the association are international programs, research, sustainability, and issues management. To learn more, go to [www.peanutsusa.com](http://www.peanutsusa.com)

***To apply please email your resume and cover letter with the subject line “Vice President, Americas” to:***

To Luke Blaustein, President & CEO

[lblaustein@peanutsusa.com](mailto:lblaustein@peanutsusa.com)

Cc Renee Deuell, Vice President of Finance & Administration

[rdeuell@peanutsusa.com](mailto:rdeuell@peanutsusa.com)

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