



Category Manager

Reports To: Executive Vice President

Location: Remote | Full Time

Position Overview

The Category Manager is responsible for executing and managing Primera's supplier category strategies, rebate programs, group buying initiatives, and related supplier programs.

This role turns supplier and category strategy into organized, measurable results that drive member value, supplier performance, and cooperative growth. The Category Manager ensures programs are executed accurately, data is reliable, and performance is visible across assigned categories and suppliers.

Through disciplined execution and performance visibility, this role contributes insights and recommendations that inform category and supplier strategy.

Working closely with the EVP, cross-functional teams, Supply Partners and Member-Owners, this position supports Primera's mission.

Role Focus

This is an execution-driven category role.

Execution is the primary responsibility. Strategic contribution is expected through analysis, pattern recognition, and recommendation, not through ownership of strategy development.

Success requires strong ownership, analytical discipline, and operational follow-through. As trust and familiarity grow, the role increasingly influences supplier and category decisions through data-driven insight and execution credibility.

Key Responsibilities

Category & Supplier Program Execution

- Manage day-to-day execution of assigned supplier categories and programs

- Partner with the EVP of Supplier Relations and suppliers to implement initiatives that drive volume, adoption, and rebate achievement
- Ensure category initiatives align with cooperative priorities and performance goals
- Identify performance trends and execution constraints that inform future category and supplier decisions

Rebate Program Management

- Own execution and tracking of supplier rebate programs, including tier structures, forecasts, and performance
- Coordinate with Finance to support accurate reconciliation and timely rebate processing
- Maintain organized records of supplier agreements, rebate documentation, and historical performance

Performance Tracking & Reporting

- Monitor category and supplier performance against rebate tiers, margin objectives, and benchmarks
- Maintain performance trackers, dashboards, and scorecards in collaboration with data partners
- Translate execution data into clear insights and recommendations to support EVP-led strategic decisions
- Surface trends, risks, and opportunities early with context and proposed actions

Group Buying, Exclusive & Private Label Support

- Support execution of group buying initiatives, including supplier coordination, participation tracking, and reporting
- Assist with evaluation and analysis of private label and exclusive buying opportunities in collaboration with leadership
- Track ROI, participation, and performance outcomes tied to these initiatives

Supplier Communication & Coordination

- Serve as a primary point of contact for program-level supplier communications



- Coordinate supplier documentation including contracts, rebate grids, sponsorship deliverables, and pricing files
- Support supplier performance reviews with clean data, execution insight, and accountability context

Operational Excellence & Process Support

- Support development and maintenance of SOPs related to category management, rebates, and supplier programs
- Maintain organized systems for timelines, deliverables, and documentation
- Contribute to continuous improvement of workflows and execution processes to reduce errors and rework

Essential Skills & Abilities

- Strong ownership and follow-through across complex supplier and category programs
- Analytical capability with comfort working in spreadsheets, dashboards, and performance data
- Exceptional organization with the ability to manage multiple categories and suppliers simultaneously
- Clear communicator able to work effectively with suppliers, internal teams, and leadership
- Ability to interpret execution outcomes and translate them into clear, practical recommendations
- Comfort learning and working within CRM, rebate, and collaboration platforms

Education & Experience

- Bachelor's degree in Business, Finance, Marketing or a related field preferred.
- Relevant experience in category management, supplier programs, purchasing, rebates, or execution-focused roles.
- Demonstrated experience owning complex programs, managing supplier or category performance, and delivering measurable outcomes may be considered in lieu of a formal degree.
- Experience in cooperatives, distribution, or complex supplier environments strongly preferred.
- Familiarity with the turf, ornamental, or specialty green industry is a plus.



Key Personal Attributes

- Execution-focused, accountable, and detail-oriented
- Calm under pressure and comfortable managing competing priorities
- Curious and solutions-oriented, with a continuous improvement mindset
- Comfortable contributing perspective and insight without overstepping ownership
- Motivated by building reliable systems and delivering measurable results
- Aligned with supporting independent distributors through disciplined supplier execution

About Primera

The Modern-Day Cooperative. Built by Independents. Powered by Data. Driven by Excellence.

Primera is a national cooperative serving independent distributors and suppliers across the turf, ornamental, and specialty green industries. We exist to strengthen independent-minded distribution by helping our Member-Owner Companies compete, grow, and win in an increasingly consolidated marketplace. By leveraging our group's combined size and scale, we provide our Member-Owners and Supply Partners with the tools, skills, knowledge, and innovation that create exceptional returns and sustainable competitive advantages, ensuring they grow and prosper.

Our work is guided by the G.I.V.E. Pillars of Excellence, Growth, Influence, Value, and Engagement. These pillars shape how we build strategy, execute with discipline, evaluate performance, and deliver measurable value to our Member-Owners. Growth focuses on profitable expansion, Influence strengthens our members' position with suppliers and in the market, Value ensures returns are visible and meaningful, and Engagement builds the relationships and alignment required to turn strategy into results.