Sales Agronomist for BioAg Innovations

Opportunity to develop market for a highly promising and validated biologicals pipeline. BioAg Innovations wishes to recruit a strategic, high-achieving, and stakeholder savvy Sales Agronomist, who can be regional execute as sales agronomist to launch biologicals and green BioProducts product technology in Western USA.

The Organization BioAg Innovations is an entrepreneurial and well-funded integrated crop protection company founded recently, hence comes with Start Up challenges and opportunities. The enterprise is however well funded in partnership with a 50 year old well established agriculture input company, determined to deliver the integrated crop solutions with the efficacy of synthetic chemistry with the safety and sustainability of biologicals, globally.

The Position Reporting to the part time Business Director based in California and CEO. The Sales Agronomist is responsible to drive revenue growth as entrepreneurial business developer, including the marketing, sales and field development functions, initially being fully hands on.

More specifically, the role will perform the following key responsibilities:

- Develop regional business strategy and plan including sales and trial development plan.
- Work proactively with Business Director & CEO on strategic and operational levels.
- Execute product regulatory and field development strategy and process with regulatory consultant as top priority;
- Professionally represent BioAg Innovations with trade associations and government agencies where needed or delegated by business director;
- Support in creation of detailed go to market plan for the available product pipeline and portfolio to support business and technical planning
- Support in development, review and refinement of branding strategy, when asked;
- Execute distribution strategy for domestic markets, including pricing, promotion and customer support;
- Execute assigned product short & long-term supply, forecasting, and profitability by coordinating a balance between short-term operating results & long-term market share development.
- Execute the go-to-market project.

Candidate Profile:

We seek a hungry sales agronomist with a strong network in the industry, and who knows the bio-agricultural input markets and participants in the region very well. The successful candidate will have a track record of success in building volume and market share in a profitable and sustainable manner, and can operate effectively in an entrepreneurial and action-oriented organization such as BioAg Innovations. The following experiences and knowledge are required or desired;

- 5+ years in progressively senior commercial roles, some of the time in a major ag chem company, Min. of six to ten years of professional sales, in an Agriculture-related fields;
• Bachelor’s Degree in Agriculture, Ag Econ, Agronomy, Business or other education with related agricultural industry experience, MBA if possible;
• Knowledge and experience in the biological product space required;
• Sound experience in portfolio development;
• Strong experience with field development;
• Strong sense of urgency in moving key initiatives along speedily and effectively while paying attention to the details and accuracy of each and every execution;
• Effective problem solving skills and critical thinking in situations where he/she must recognize and take actions to secure both short and long term goals of the company;
• A track record of success in driving profitable growth with proven ability to create cost efficient market access;
• In-depth understanding of the distribution system and trends, and the customer base in the markets of interest, starting with high value horticultural markets;
• Experience developing businesses with main retailers such as Winfield, CPS, United Winfield and Helena etc is desirable;
• Specific skills and education include:
  o Agility, with ability to work in startup environment;
  o Ability to rapidly evaluate situations and successfully take action as needed;
  o Strong communication and persuasion skills; ability to convince partners and customers;