



## **Market Manager – Specialty Agriculture**

**Position Objective:** The Market Manager for Specialty Agriculture will be responsible for increasing market share of BioWorks products in North America in the Specialty Agriculture (fruits, vegetables, tree nuts, herbs, cannabis) market. This is a leadership role, driving the strategies needed to position BioWorks as a leading bioproducts and solutions brand in the Specialty Agriculture market.

### **Essential Functions and Responsibilities:**

- Actively participates in promoting, supporting and enhancing our company Values and Culture
- Results driven
  - Grow market share and revenue/profit
- Be the BioWorks lead and champion for the specialty agriculture market.
- Capture market and customer specific intelligence that leads to strategic decision making
  - Continually update quantitative and qualitative data to manage strategies or adjust as needed
- Capture competitive analysis for existing and new companies, brands and products
- ID and move products/services through commercialization plan
- Build relationships with growers, COI's and media

### **Essential Qualifications – Education, Experience, Skills:**

- Master's degree in Marketing related field preferred. Will accept Bachelor's degree or equivalent experience in marketing, product management or industry specific knowledge (e.g. growing)
- Minimum of 5 years of experience in marketing, product management or Specialty Agriculture

### **Preferred Qualifications:**

- Experience in Specialty Agriculture/cannabis

### **Physical Demands:**

- 25 – 75% travel possible

### **To learn more about this position or to apply:**

- Please go our website <http://www.bioworksinc.com/careers.php> or contact Karin Eichler, Organizational Learning and Development Consultant at [keichler@bioworksinc.com](mailto:keichler@bioworksinc.com)

## Specific Outcomes Scorecard (By end of \_\_\_\_\_, you should....)

- 30 Days
  - Familiarize yourself with basic functions of Salesforce and NetSuite, understanding the customer record and segmentation/data needs
  - Basic understanding of sales/distribution model and main players in specialty ag market
  - Basic understanding of BioWorks website
  - Identify core specialty ag customers to focus on for incremental growth
  - Become familiar with core purpose, brand promise and core values
  
- 60 Days
  - Basic working knowledge of BioWorks product line in relation to specialty ag crops
    - Adjust US and Canada programs, as needed
  - Fully understand Scaling Up initiative and where specialty ag fits in
  - Initial draft of strategies to meet yr 1 revenue goals
  
- 90 Days
  - Final draft of strategies to meet yr 1 revenue goals
    - Action items and due dates determined
    - ID internal and external resources needed to execute plan
      - ID incremental budget items, if any
      - ID updated process to track specialty ag revenue
    - ID working relationship with sales, BPM's and Tech Services
    - Begin execution of plan
  - Participate in core purpose, core values and DISC training
  - Participate in ongoing coaching sessions with supervisor
  
- 6 Months
  - Monthly report delivered on strategic and key account activities
    - Qualified leads delivered our TSMs and distributors
    - Revenue tracking
  - Monthly/Quarterly report on market, regulatory, legal, etc.
  - Training package (specialty ag crops / BioWorks products) created presented to TSMs and distributors
  - New content for website, social, media, etc. each month (ongoing)
  - Network of COIs developed (preferred outcomes documented)
  - New field and research trials identified
  
- 1 yr
  - Revenue goal met or surpassed
  - Develop next 12 month specialty ag strategic plan for US and Canada
    - ID tradeshow and conference schedule
    - Arrange all speaking opportunities
  - Assist in the execution and results documentation of ongoing trial work
  - 4 testimonials and 4 case studies delivered to sales & marketing
  - 4 data/trial summary sheets
  - New products and actives ID'd for specialty ag market

- Develop and deliver lunch and learn to BioWorks staff on how we have been and will continue to attack specialty ag market
- 2 yr
  - BioWorks positioned and continues to operate as market leader in biological products in specialty ag market
  - New revenue goals determined, met or surpassed
  - Create professional development plan