

## **COUNTRY MANAGER – AUSTRALIA & NZ**

### **The Organisation**

Our client is an established US software company, backed by one of the largest global banking institutions and a multinational telecommunications company with extensive direct investments in ag-tech. For the past 12 years they have developed a software system designed specifically for production agriculture that provides unparalleled business management capabilities and operational oversight, as it relates to commercial drivers on-farm.

The product has been commercially available for over 10 years and used locally within larger corporates and a select group of progressive private farming businesses for 8 years. The business is now ready to build a dedicated local team to drive its growth and adoption in the Australian and New Zealand markets.

### **The Role**

The Country Manager will create and execute the business strategy and drive digital adoption across the Australian and New Zealand markets. They are responsible for day-to-day oversight of the business, with key initial responsibilities to include:

- Develop a comprehensive go to market strategy; sector, geographic, growth expansion, product roadmap, organisational, budgets and marketing;
- Become a visible market leader and advocate for digital solutions, building the corporate brand and profile;
- Build a strong sales, customer success and support team;
- Build the network of channel partners and necessary support capabilities to broaden/deepen market penetration;
- Manage the selection and curation of client and prospect engagement from the JV partners existing client network to develop an active sales funnel;
- Achieve financial and customer growth outcomes in line with budget;
- Monthly, quarterly and annual reporting and forecasting by region, farming enterprise/crop type and customer segment;
- Assist corporate and product teams to understand competitive position of the business and its products, as a basis for recommending necessary enhancements, new products and solutions;
- Work closely with existing partner network to enhance implementation/deployment experience and maximize revenue generation per customer.

## **The Requirements**

The Country Manager will be a highly strategic thinker with strong sales leadership, the ability to influence people and lead a high-performing team. They will have excellent entrepreneurial instincts, and be motivated by the challenge of leading a high-growth and expanding company. A high degree of emotional intelligence and interpersonal skills will be critical in their success. A proven ability to relate and sell with a consultative approach at the farm gate as well as provide a professional presence in the boardroom.

Candidates will have a minimum of 15 years' experience with a track record of success and strong understanding of business strategy. Experience in agriculture, financial services or technology is preferred.

## **To Apply**

To enquire, please phone David Compton at Agricultural Appointments on 02 9223 9944 or send your application to [resume@agri.com.au](mailto:resume@agri.com.au)

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