

Regional Product Lead (Precision Ag) - Perth/Adelaide

THE COMPANY

A global agricultural equipment manufacturer is seeking a Product & Technology Lead to support its network and customers across Western Australia and South Australia.

Working across the large tractor, air seeding and integrated precision agriculture portfolio, this role focuses on connecting product capability with real on-farm outcomes. You will work closely with dealers and growers to demonstrate how modern machinery and digital farming technologies improve productivity, efficiency, and profitability.

This is a field-based role that combines technical product knowledge, customer engagement and practical demonstration of equipment in commercial farming environments.

THE ROLE

- Support dealer and customer knowledge across large tractors, air seeding equipment and precision agriculture systems;
- Plan and deliver equipment demonstrations that showcase product performance and on-farm value;
- Work with dealers to develop effective demonstration strategies and support pre-sale equipment optimisation;
- Promote the adoption of digital farming tools and precision agriculture technology;
- Assist dealers to identify and support commercial opportunities;
- Participate in customer visits and ride-alongs with dealer sales teams;
- Represent the business at field days, demonstrations and industry events;
- Manage demonstration and consignment equipment in line with company policy.
- Regular travel across key broadacre farming regions will be required.

CANDIDATE PROFILE

This role will suit someone with a strong interest in agricultural machinery and modern farming systems who enjoys working directly with growers and dealers in the field.

Candidates may come from a variety of backgrounds including commercial or technical backgrounds.

Key attributes include:

- Strong communication and relationship-building skills;
- A practical understanding of broadacre farming systems and agricultural machinery;
- Exposure to precision agriculture technology or digital farming tools;
- Strong planning and organisational capability;
- A proactive and commercially minded approach;
- Ability to work independently while collaborating with a wider team;
- Willingness to travel extensively across the region.
- Tertiary qualifications in agriculture, agricultural engineering, agribusiness or a related discipline are highly regarded, though practical industry experience will also be considered.

Early-career professionals within the first five years of their career are encouraged to apply, though experienced candidates with relevant expertise are also welcome.

A competitive remuneration package is on offer including base salary, performance bonus and a fully maintained tool-of-trade vehicle.

TO APPLY

Apply online via <https://adr.to/fz3zwai> or to enquire, phone David Compton at Agricultural Appointments on 02 9223 9944 for a confidential discussion.

For more exciting opportunities, follow Agricultural Appointments on LinkedIn or visit www.agri.com.au

