



POSITION:	Business Development Manager
REPORTING TO:	General Manager, HZPC Americas
DATE OF PREPARATION/REVISION:	March, 2019

POSITION SUMMARY:

Reporting to the General Manager of HZPC Americas, the Business Development Manager is a main point of contact for clients. The Business Development Manager is responsible sales of seed potatoes in North America and simultaneously responsible for establishing, nurturing, and maintaining long-term relationships with clients and potential clients (packers, packers/grower and distributors).

This position is part of the Canadian team. The Business Development Manager manages its own time, including regular traveling within Canada and the United States. The base is Charlottetown, Prince Edward Island, Canada.

The tasks include the introduction of HZPC varieties in the North American market and manage all aspects of the sales process, including pricing strategy, analyzing markets and customer needs, negotiating and evaluating credit worthiness.

PRINCIPAL RESPONSIBILITIES AND ACCOUNTABILITY:

- Responsible for the sales of seed potatoes in a specific geographical area in North America;
- Responsible for all commercial activities in the specific geographical area, including license agreements with key customers;
- Keep a close eye on market developments, analyze markets and customer needs and identify new opportunities;
- Responsible for identifying strategic markets for current and future HZPC potato varieties. HZPC Americas exploits more than 20 commercial varieties and adds new potentials every year;
- Maintaining and building long-term relationship with key- customers, business partners and distributors;
- Develop pricing strategy, in conjunction with the General Manager;
- Initiate and participate tradeshow and other marketing activities to assist brand awareness, variety recognition and business development;

- Initiate field trials at strategic locations with as goal to increase sales of HZPC varieties, in consultation with the Production & Product Manager;
- Inform the Charlottetown team proactively of new commercial developments.

SUPERVISORY RESPONSIBILITY:

None at this time.

COMMUNICATION:

Excellent communication skills in English (verbal and written) as well as listening and presentation skills. Bilingual (English/French) is not a requirement for the position, rather an asset in certain geographic markets.

POSITION SPECIFICATIONS:

Education and training:

Post-secondary education in business, agriculture, marketing, or related field.

Experience:

Several years of sales or business development experience in the North America. Knowledge of the potato- or agriculture industry is preferred.

Skills and Knowledge:

This position requires an independent, self-starter with a consultative selling style and a motivated, proactive, and long-term thinker. Also be a constructive member of a team.

Able to plan and manage time, to maximize productivity

Need to be proficient in Microsoft Office (fluent in Excel and PowerPoint) and have basic proficiency with ERP systems.

WORKING CONDITIONS:

Workplace:

The base is Charlottetown, Prince Edward Island, therefore, living in Prince Edward Island or willing to move and live there is a required.

Travel frequency within North America (approx. 40 %) requires a valid passport and you must be able to travel to the United States.