



Market Development Manager – Corn and Soybeans

CANTERRA SEEDS is committed to sourcing genetically superior seed products that deliver agronomic and economic benefits for producers, while meeting end-user needs. With a versatile portfolio of cereals, pulses, canola, and PRIDE Seeds corn and soybeans, CANTERRA SEEDS seeks opportunities that allow for mutual success in the agriculture industry.

Position Summary:

CANTERRA SEEDS is looking for a Manitoba based Market Development Manger – Corn and Soybeans to join our team. Reporting directly to the Director of Corporate Accounts, this role will be responsible for leading the growth of our PRIDE Seeds corn and soybean business providing agronomic and technical support on the portfolio to CANTERRA SEEDS sales team and key dealers.

Key activities include:

- Work directly with and manage key CANTERRA SEEDS corn and soybean dealer accounts to develop and execute strategic sales plans.
- Provide technical product and agronomy support to CANTERRA SEEDS Territory Managers, dealers and customers.
- Work with marketing team to develop product and agronomic materials for internal and external audiences.
- Lead the development and execution of the plot program working with the sales and marketing team for targeted geographies, products and technologies.
- Work with PRIDE Seeds in the evaluation of products, product needs and fit for product portfolio considerations.
- Work with Territory Managers on developing and supporting their corn and soybean growth plans.
- Work with internal stakeholders on the development and implementation of sales and marketing programs.
- Work with industry influencers and media to keep them informed on PRIDE Seeds and our key technology and product offerings.
- Develop and monitor forecasts, budgets, strategic sales plans and expense controls.

SKILLS & ABILITIES:

- The ability to build relationships and provide exceptional customer service to stakeholders and growers is an essential element required for the position.
- Strong agronomic background focused on corn and soybeans.
- Demonstrated sales ability with a strong aptitude for developing and maintaining business relationships.
- Superior interpersonal and communication skills.
- Strong entrepreneurial focus with an emphasis on achieving profitable results and driving growth strategies.
- Detail oriented with a strong sense of urgency and a high energy level.
- Customer focused, with a high degree of integrity.
- Ability to analyze relevant data and industry trends.

Position Specifications:

Education: Bachelor's Degree in Agriculture / Commerce / Sales and Marketing, or equivalent experience.

Experience: Qualified candidates must have a minimum of 5 years of sales agronomy or territory sales management experience. General knowledge of the western Canadian agriculture industry is required and experience in the seed industry is considered an asset. Experience developing sales and marketing strategies, a strong business sense, and the demonstrated ability to assist in building their customer's profitability by analysing and aligning business strategies is an asset.

Location: This position is best suited to be based in Winnipeg, however, there is some flexibility with in Manitoba.

This position requires travel within the territory with occasional travel outside of the territory. A competitive compensation package, vehicle, and benefits will be provided to the successful candidate.

Membership or eligibility for membership to the Manitoba Institute of Agrologists would be an asset.

Please forward your resume and cover letter to Curt Baldwin, Director of Corporate Accounts at c.baldwin@canterra.com. Applications will be reviewed as received with the position being filled when a suitable candidate is found. Only those selected for an interview will be contacted.