



## Product Manager – Canola

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 Product Manager – Canola to join our team. Reporting directly to the Director, Canola, Corn and Soybean Business Unit, this role will be responsible for leading our canola product strategy working with internal stakeholders and external partners to deliver product solutions for our farmer customer.

### Key activities include:

- Develop and execute Canola product strategy.
- Develop and monitor forecasts, budgets, strategic sales plans and expense controls.
- Monitor market dynamics analyzing market trends and competitor product positioning
- Work with marketing to provide strategic guidance on marketing and communications
- Actively manage the lifecycle of our portfolio to meet customer needs
- Lead internal discussions on product advancement and new product acquisition
- Work with genetic providers identifying needs and the evaluation of products and fit for product portfolio acquisition
- 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 internal stakeholders on the development and implementation of sales and marketing programs.
- Work with Sales team on developing and supporting their territory growth plans.
- Provide technical product and agronomy support to CANTERRA SEEDS Territory Managers, retailers and customers
- Support our US canola business through Meridian Seed canola business

### Other activities:

- Represent the company at relevant industry & professional organizations & meetings
- Participate in field days and other meetings to represent canola programs and products
- Monitor regulatory/policy environment for potential impacts on the seed industry and CSL
- Manage personal expense budget and contribute to departmental budget as required



Seed the Difference.™

## Skills & Abilities:

- Excellent interpersonal and team-building skills with a positive attitude and ability to establish relationships with internal team, external partners, and customers
- Strong agronomic background focused on canola.
- Understanding of crop agronomy and pest control practices
- Demonstrate excellent written and oral communication skills to small and large groups with an ability to lead and influence
- 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, territory sales management or marketing 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 experience with supply chain, forecasting, product development or product management practices is considered an asset.

**Location:** This position is best suited to be based in Winnipeg, however, we would consider a remote office opportunity.

This position requires travel within Canada with occasional travel outside of Canada. A competitive compensation package 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 Canola, Corn and Soybean Business Unit at [c.baldwin@canterra.com](mailto: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.