

Poultry Segment Manager – job description

Job title: Poultry Segment Manager

Department: Strategic Marketing

Reports to: VP Strategic Marketing

Location: Global position

Overall role & responsibility

- Overall responsible for the global Poultry segment strategy, development and execution (functioning as the segment team leader)
 - Ensure the long term sales growth and profitability targets are achieved (2-4 years targets)
 - Build competitive and differentiated product portfolios that address important market needs, are profitable and well documented
 - Optimize time-to-launch and time-to-scale of new products and concepts by managing and directing the launch processes
 - Secure timely portfolio renewal to cover market needs by setting direction for R&D, prioritizing efforts according to available resources and executing with internal and external partners
- Partner with Regions to drive commercial best practices in a value selling context; Extract knowledge and global best practices from our customer interactions across Regions;
- Provide technical support and training related to product performance to sales and application colleagues as well as selected customers and distributors

Main tasks

- Develop clear strategy for the segment (where and how to compete)
- Collaborate with sales, application, marketing and R&D colleagues and management to secure optimal execution of strategies
- Lead and develop global products and concepts in order to grow sales and improve profitability for Hamlet Protein
- Lead and develop product positioning & value propositions and identify marketing trials and marketing activities required to support this positioning
- Build and lead the innovation agenda for the Poultry area (future target areas, areas of differentiation to pursue, business cases, etc.)
 - Maintain up-to-date launch plans, revenue projections, key milestones and deadlines related to poultry projects
- Define Target Product Profiles and conduct commercial due diligence for new innovations

- Lead and develop launch plans and marketing materials together with the marketing team and team members across R&D and Sales
- Take product leadership role in setting key account strategies with the regional sales teams and distributors
- Participate in selected global key account meetings
- Develop, nurture and maintain a solid network with Key Opinion Leaders within the Poultry industry within each region
- Actively drive the use of CRM or similar tool for market sizing, market share and growth, key account strategies and launch plans and execution
- Provide feedback on market trends, competitor actions and developments of Poultry products and applications. Analyze implications and recommend actions
- React timely to market developments and trends relevant to the positioning of the Poultry products
- Lead and manage the product range
- Prepare business cases for investment into the portfolio
- Establish and maintain price ranges for the Poultry products (including ROI calculations)
- Conduct seminars and training of sales reps, selected distributors and customers
- Assist in clarifying priorities for the Poultry business for each region in collaboration with regional sales management
- Facilitate product & concept training to the sales force on new product introductions, - enhancements or new marketing claims and tools for products

Other tasks

- Work closely together with the HP team on tasks related to production, marketing and financial matters
- Prepare in collaboration with R&D trials, trial designs and analysis of data

Qualifications & competences

- Highly driven, self-motivated and entrepreneurial mindset
- Ph.D or masters in agricultural science, poultry nutrition, health, production or breeding
- A deep technical understanding of the challenges faced by modern Poultry producers and experience in positioning feed additives towards these needs
- Experience within management of Poultry production and/or feed application
- International experience - experience in collaborating with different cultures and nationalities
- The ideal candidate will have had some exposure in a leadership role including assignments abroad - and show clear team player abilities
- Commercial mindset and experience in project management
- Strong analytical skills and an ability to balance many different tasks and issues at any given time

- Excellent communication skills in English, both oral and in writing and a track record of achieving results

Focus areas

- Business strategy, product strategy, marketing and business development
- Leadership of the segment and driving priorities across departments
- Execution from a complex set of priorities across the globe
- Key Opinion Leader network
- Customer interactions
- Product concepts and positioning in the market
- Product launches
- Marketing
- Technical support and customer visits when needed

Expected time spent:

- Home-office time: ~50%
- External (customer, KOL work, events & seminars, face time at HQ): ~50%
 - Of which most of it requires travelling