

## ABOUT DATAMARS

Datamars is the global leader for high-performance unique identification solutions, specializing in identification for the animal, livestock and textile services markets. Datamars has recently expanded into adjacent products and services and has become a major player in precision protein production systems for smart farming. Our expertise, track record of technological innovation and profound understanding of customers' needs have earned Datamars a reputation for unsurpassed quality and performance. Datamars employs more than 1400 people with offices in Europe, Asia Pacific, Africa and the Americas. Datamars is a private company, headquartered in Lamone (Lugano), Switzerland. For more information, please visit [www.datamars.com](http://www.datamars.com).

For our international Group, we are searching an experienced

## VICE PRESIDENT LIVESTOCK IDENTIFICATION (VP LID)

to manage and represent one of our most important business units in the extended management team of the global group based in Lugano, Switzerland.

### KEY RESPONSIBILITIES

The VP LID will report directly to the Chief Executive Officer and will be responsible for the business unit of Livestock Identification (LID) globally. The main responsibilities are:

- Representing the global business unit in the management team of Datamars and develop the global business strategy in coordination with Datamars management and board of directors
- Propose global business plan/yearly budget of the business unit to management in close cooperation with local Managers of the subsidiaries and external distributors (sales by product, region, client, distributor, subsidiary etc.)
- Implement Datamars strategy within the business unit
  - Lead product management with a team of product managers who will manage innovation, product lifecycle management, product marketing, product pricing and launches
  - Lead international business development with local sales and business development teams in the various international subsidiaries
  - Lead got-to-market strategy for the entire product and service offering across the international distributors and the DM subsidiaries,
- Manage high level client relationships with high level organizations like international distributors, animal health companies and government agencies
- Collaborate with international subsidiaries in a Matrix Organization driving sales marketing of the product portfolio through local sales organizations
- Lead all functions that are dedicated to the Business Unit, including global sales and Marketing staff that is exclusive to the Business Unit

### REQUIREMENTS

The person needs to have:

- Master's Degree in Business Administration, Agriculture or related field,
- 5+ years' experience in business and product management in a management/leadership role in a global international context,
- Experience in managing sales and business development in an international environment,
- Strong affinity to the agricultural sector with experience in the animal health industry
- Experience in managing global product portfolios and working with product development
- Ability to lead, train and mentor employees on a personal level

# DATA MARS

- Languages: English (level C1 or higher) is a Must; any other language (e.g. Spanish...) is considered an advantage
- worked in foreign countries, across various cultures

## WE OFFER

- Senior Management position in a fast-growing international company
- Possibility to shape the company and its success in a leading role
- Dynamic work environment
- competitive remuneration (salary and equity participation possibility)

Does this position meet your interest, and do you have the requested skills? Then please send your complete application with motivation letter, CV, references to [recruiting@datamars.com](mailto:recruiting@datamars.com) and mention your name and "VP Livestock ID" in the subject line.

Applications that don't fulfil the requirements will not be considered for the selection.