

Datamars is an innovation and quality leader in the animal management and textile management industries. Our many years of experience in RFID and integrated systems, coupled with our deep understanding of our customers' operations have made us a leading choice of successful businesses around the globe.

Our family of product brands allows us to offer a comprehensive range of integrated services and products, including companion animal identification and reunification products, livestock health delivery systems and identification products, and textile inventory management systems. Our products are delivered via our extensive network of experienced service, sales, distribution channels and partners. Datamars has over 1,800 employees located in offices around the globe, including the Americas, Europe and Asia. Datamars is a private company, founded in 1988 and headquartered in Lamone, Switzerland.

For more information, please visit [www.datamars.com](http://www.datamars.com)

Datamars' purpose is to make a measurable difference by harnessing the power of data to measurably improve productivity and quality of life. We are global leaders in delivering integrated product solutions in livestock management, animal health delivery, pet identification and reunification and textile identification. Our people, our legacy strength in technology, our closeness to customers and our quality products helps drive our success as we work towards an exciting, sustainable future.

Are you ready to join our team?

We are looking for a

## **Sales and Market Development Manager, Europe**

### **JOB SUMMARY**

Datamars is currently seeking a Sales and Market Development Manager to grow our European presence. In this role you will report to the General Manager Northern Europe and interface with our Product Managers in New Zealand and Switzerland.

You will be responsible for working closely with existing customers to execute all facets of the market development, sales and support plan. As a Sales and Market Development Manager you will be responsible for driving the growth of both Livestock Management Systems -LMS- (Electric Fences and Monitoring Systems, Livestock Identification, Scales and Weighting Systems) and Animal Health Delivery Systems - AHDS- into the European Countries.

Specific focus of the role will be to co-define the European sales channel strategy and translate it into a market development and sales plan. You will be working close to our customers in all European markets to communicate and implement key value propositions and developing new business based on knowledge of relevant markets.

Datamars SA  
 Via Industria 16  
 6814 Lamone  
 Switzerland  
 +41 91 935 73 80  
[www.datamars.com](http://www.datamars.com)

The scope of the role includes a high degree of prospecting for new channels, developing relationships with multiple roles within an account, a high degree of customer engagement, leading cross-functional project teams to deliver growth projects, and identifying new markets and products. In your role you will be required to travel extensively across Europe to regularly visit customers and prospects. A previous experience with sales distribution channels, a good understanding of the structure of the European distribution and retail business in the Agri-Tech sector, a previous experience in selling Electric Fences as well fluency in French and German are a plus.

#### KEY RESPONSIBILITIES

- Develop and implement sales strategy for different business segments and countries/regions
- Identify new markets and opportunities and co-develop business plans for existing and new customers
- Work closely with LMS and AHDS Product Management teams to define product and service portfolio for each Market to support presales and aftersales activities
- Co-define sales goals and budgets
- Co-Define and implement a support and training program for our reseller staff and farmers
- Monitor performance and maintain sales forecast
- Consistently deliver on monthly and quarterly AOP (Annual Operating Plan) targets of volume, revenue and profitability
- Develop and execute strategic account plans for major customers and communicate Datamars' value propositions aimed at developing new business
- Manage the relationship to selected distributors in the territory
- On an on-going basis, identify growth areas for the assigned product areas
- Work closely with customers to manage developmental projects from initial formulation development to product registration (where required) to commercial launch
- Act as a liaison between the customer and Datamars' field marketing and technical support

#### REQUIREMENTS

- University degree in business or technical field
- 3-10 years of sales experience in selling Agri Tech equipment
- Proven track record of developing sales plans and following up on the execution to achieve growth goals
- Ready to travel extensively (70%) throughout Europe
- Strong hunting skills
- Ability to prospect for new accounts and new growth opportunities
- Strong sales negotiation skills

- Ability to develop strong working relationships with external and internal customers
- Ability to develop relationships at multiple levels within an organization and to multiple functions
- Able to communicate effectively with excellent oral and written communication skills both spoken and written in English and French or German
- Proactively utilize our CRM system to advance sales and communicate efficiently with all stakeholders
- Excellent organizational skills and analytical capabilities
- Must be a self-starter, result oriented, and able to operate with limited supervision
- Demonstrated skills in understanding customer needs
- Very good at interpersonal skills
- Experience in a global organization

#### WE OFFER

- Possibility to be exposed to an international environment in a company with excellent reputation
- Opportunity to drive growth and grow with the company
- Dynamic and young work environment
- Employment type: full-time and undetermined

Does this position meet your interest, and do you have the requested skills? Then please send your application with motivation letter and CV to [recruiting@datamars.com](mailto:recruiting@datamars.com) and mention your name and **“Sales and Market Development Manager, Europe”** in the subject line.

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

Datamars SA  
 Via Industria 16  
 6814 Lamone  
 Switzerland  
 +41 91 935 73 80  
[www.datamars.com](http://www.datamars.com)