

Global Senior Product Manager - Switzerland

- **Lead global business strategy for our Livestock Health Delivery Systems**
- **Champion customer experience & product development to deliver growth**
- **Participate on product development projects & global price setting**

Guide development of a high performing portfolio to deliver outstanding results for Datamars Livestock.

Huge scope to apply your commercial nous to expand global distribution; introduce 'smarts' into the portfolio; working with global production operations, R&D & engineering process. Exposure to tangible technical products essential and understanding of global livestock businesses preferred.

About Datamars

Datamars is a global data solutions company with a 30+ year legacy in animal and textile solutions. Building on our history as a successful RFID identification and data solutions company we bring together products, technologies and capabilities to put powerful data in the hands of our livestock, pet and textile customers so they can make better informed decisions, get the right results and achieve measurable success. We help livestock producers be more sustainably productive and maintain their land and lifestyle.

Here's an insight to the role

- Managing the Livestock Health Delivery Systems portfolio roadmap from new product development or third-party sourcing through the product life cycle
- Developing, articulating & implementing effective brand & product strategy whilst managing competing global priorities
- Developing Use Cases & translating into fit for purpose solutions
- Recommending 'go to market solutions' including packaging, pricing model, core messaging, merchandising as appropriate for a solutions or retail product
- Reviewing technical & product marketing communications & providing content to support development of technical training material for the markets (sales, resellers, end users)
- Monitoring global category revenue & gross margin performance versus budget & market share metrics
- Identifying and recommending strategic partners & providing input into the preparation of the Datamars livestock management solutions strategic & business plan

Key success factors

- Exceptional ability to build credibility & connect with key stakeholders across the organisation and our customers across the industry
- Proven results in conceiving business product strategy & taking it through from conception (R&D), manufacture, out to market & achieving growth revenue & market share
- **Exposure to tangible technical products essential**
- Understanding of the livestock health sector, global livestock farming systems knowledge or exposure to delivering agri technology automation is highly advantageous
- Guiding, leading, coaching & developing people to achieve personal growth – leadership of remote teams
- Achieving results through exceptional collaboration & influencing skills throughout a global organisation

Please contact Mel Pantelides, Global Recruitment Lead – melanie.pantelides@datamars.com

For further insight into our business, products and innovation process visit www.livestock.datamars.com and www.datamars.com and follow us on LinkedIn <https://www.linkedin.com/company/datamars-sa>