

## Global Senior Product Manager - Switzerland

- **Enterprising & entrepreneurial - Drive the future of our Livestock Identification technology**
- **Collaborate & advocate customer experience to achieve portfolio growth**
- **Participate on NPD projects, global price setting, ranging & banding activities**

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

Pure product lifecycle management from NPD, working with global production operations, R&D & engineering process; exposure to RFID technologies ideal or tangible technical products essential and understanding of global livestock businesses preferred.

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### 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 Identification 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
- Collaborating with multiple internal channels including R&D, Sales, Production, Quality, Finance across multiple global locations
- 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 is essential
- **RFID technologies ideal or tangible technical products essential**
- Understanding of 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](mailto:melanie.pantelides@datamars.com)

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