

Regional Product Marketing Manager – Europe

- **Global Business - Pioneering Agri-tech H/W & SaaS integrated solutions**
- **Recommend & coordinate regional marketing growth programs & initiatives**
- **Guide Customer & Channel experience & product development launches**

Collaborate with global product management & regional commercial sales to execute strategies for our Datamars Livestock Management Solutions (LMS) & Animal Health Delivery Systems (AHDS) portfolio.

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.

Insight to the role

- ✓ Recommend regional product strategy for the designated portfolio
- ✓ Be a true Customer Champion – align the organization around the customer and obtain insights into customers' usage of current products, untapped opportunities and buyer personas
- ✓ Identify business requirements & business case info in collaboration with global product management - participate in product development projects
- ✓ Develop & recommend product messaging that differentiates new products & services from others in the market
- ✓ Maintain & manage competitive intelligence & comparisons by working with cross functional stakeholders & executing self-lead research
- ✓ Conduct presentations both internally & externally to promote the story of our product
- ✓ Measure & optimise the buyer journey as it relates to product feature adoption & usage
- ✓ Provide product cost analysis & participate in price setting
- ✓ Own and drive the Regional Product Management, Regional Marketing, Demand generation and Customer marketing team and build a high performing team

Key success factors

- ✓ Impressive career achievements in product marketing - understanding of product management lifecycle & revenue growth strategy
- ✓ Global farming systems knowledge essential as you'll need to understand how our products within farming operations
- ✓ Project management skills – Jira & Adobe Suite ideal – Strong Excel essential
- ✓ Results focused – achievements in consistent delivery of results in previous positions – ideally with a global reach
- ✓ Change management - tenacity & perseverance to drive change through
- ✓ Exceptional relationship & collaboration skills – ability to operate across global key stakeholders

Culture

- ✓ Customer centric – Solution focused – Relationship driven
- ✓ Innovative – delivering advanced integrated technologies to transform sectors
- ✓ Collaborative – sharing ideas & collaborating across global teams
- ✓ Competitive & growth mindset – Market leaders – Goal oriented – growth focused

Managing our Datamars LMS & AHDS portfolio of products across Europe, this is a highly visible and challenging position with multiple touch points across our global business & an opportunity to work alongside a driven & dedicated Regional Market Lead who will provide guidance, scope and room for you to get on and deliver.

This role will be preferably based in Lamone, Switzerland or another European location very close to this.

For further insight into the role please contact Miranda Boon, Global HR Director, email miranda.boon@datamars.com