

# DATAMARS

## Regional Product Manager - Lamone

- **Global Manufacturing Business - 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 across Europe for our Datamars Livestock Management Solutions portfolio.**

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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 & capabilities to put powerful data in the hands of our livestock, pet and textile customers so they can make better informed decisions.

We work alongside farmers to develop award-winning innovative technologies that stand the test of time, as they apply them to the real nitty-gritty, day-to-day challenges faced on farm. Our globally recognised family of trusted product brands, including Tru-Test, Zee Tags, PEL, Stafix, Speedrite, Simcro and NJ Phillips, allows us to offer a comprehensive range of integrated services and products.

### Insight to the role

- Recommend, collaborate and execute regional product strategy for Datamars Livestock across Europe
- Iterative lifecycle management – product & portfolio, voice of customer (existing and new solutions)
- Connection to the channel including instore customer engagement, merchandising, margin analysis (e.g., per square meter), customer success updates
- Identify business requirements & business case info in collaboration with global product management - participate in product development projects – NPD focus
- 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
- Ensure our commercial teams have the tools required to support the sales process, including localisation for collateral (working with five main language translations)
- Provide support for existing products, review complaints about product performance, packaging and literature
- 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
- Provide support to our national sales teams for relevant industry events - attend events where applicable

### Key success factors

- Career achievements in product management or product marketing- understanding of a tangible product management lifecycle & revenue growth strategy ideal
- Understanding of merchandising environments ideal; developing planograms; margin analysis per square metre in store; developing pitch to market, visuals and collateral for retail shelving space
- Global farming systems or connection to the agriculture sector highly advantageous
- 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 & Values

- Be Passionate; Aim to Excel; Respect one another; Strive for Performance; Be Empowered!
- 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 Livestock Management Solutions 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 our highly driven, industry experienced and well-respected EU Product Management & Marketing Leader, who will provide guidance, support, scope and room for you to get on and deliver.

# DATAMARS

As a vertically integrated business with a head office in Switzerland and market-based operations in over 21 countries, we unite people from diverse sectors, backgrounds, countries and professions. This proudly diverse and inclusive culture strengthens our collective abilities to make a measurable difference to the profitability and quality of life of customers, the sustainability of sectors and the future of the environment.

We have R&D hubs in four locations (Auckland, Hamilton, Lamone and Chiang Mai), production facilities in six locations and sales and marketing hubs in over 24 locations worldwide. We are constantly evolving, which allows our people to engage with stimulating & innovative technology, products & projects.

**For further insights please get in touch with Mel Pantelides, Global Recruitment Lead –**  
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