



**Limagrain Cereal Seeds**

## Commercial Product Development Manager for Pulse Crops at Limagrain Cereal Seeds

### **Background**

Limagrain group is a world leader in the seed industry (field crops and vegetable seeds) and operates in 57 countries. It is a cooperative owned by French farmers with headquarters in Clermont (France).

Limagrain Cereal Seeds (LCS) was established by Limagrain group in 2010 in Fort Collins, Colorado and provides wheat seed to Canadian and American farmers through three breeding programs: SWWW in Washington, HRWW in Kansas and HRSW in Saskatoon, Saskatchewan (Canada).

### **The position**

The Commercial Product Development Manager (CPDM) will manage all aspects of our commercial activities in Canada for pulse crops and be responsible for licensing activity, technical support to customers and working cross-functionally with research and product management teams to meet annual revenue targets. The CPDM is a key position with LCS and requires technical commercial pulse expertise to manage all components of pulse crops. This is a unique opportunity to oversee and optimize all control points in a commercial environment that is both highly technical and highly relationship driven.

The position is based in Saskatoon, Saskatchewan, Canada. The CPDM will report to the COO of LCS and work closely with all facets of the Canadian seed industry

and partners (processors, exporters and distributors). Saskatchewan pulse growers will be an important focus.

The new partnership between LCS and SPG has a common goal, which is to provide superior new pulse genetics for Western Canadian farmers and beyond. Some travel to the United States will be required.

**Essential Duties and Responsibilities include the following (other duties may be assigned):**

### **Sales Management**

- Planning and implementation of sales strategies to gain market shares on both sides of the United States and Canadian border
- Market business analytics and sales forecasts
- Interface directly with accounts to create positive and profitable relationships
- Identify and develop new accounts
- License available lines into the licensing partner's hands
- Support the LCS customer network with wholesale transactions of Registered and Certified seed
- Represent LCS at regional trade shows, field days and customer events throughout the year
- Work with LCS administration and accounting teams to collect royalties and audit annual reports from customers
- Plan and organize entries for state variety testing to support marketing and technical data creation

### **Representation role in the industry**

- The CPDM will follow all protein pulse industry meetings (including Seed Canada VUA participation)
- Develop a relationship with food ingredient, pet and pulse protein groups who are growing in new markets
- Establish a relationship with Canadian seed distributors and other agri-business

- Attend industry field day events and field tours to promote the new partnership at trade show and industry functions
- Maintain sustainable relationships with SPG members and provide technical support to farmers

### **Product management**

- Line-up 2 product lines (1 for Canada and 1 for the USA)
- Align with seeds production coordinators on the Breeder and Foundation seeds increase
- Have a role and participate on PBR pulse meetings
- Participate in design commercial development plots with the R&D team
- Walk plots with customers over the summer
- Collect data points on the Y2-Y4 material for variety description
- Present the data to licensing partners

### **Competencies**

**To perform the job successfully, an individual should demonstrate the following competencies:**

- **Interpersonal Skills:** Strong interpersonal communication skills. Able to work across all levels of the organization, as well as with outside agencies and customers.
- **Teamwork:** Team player with a positive attitude. Able to facilitate cooperation as a function of coordinating and providing information for various areas within the company.
- **Judgment:** Exhibit sound and accurate judgment. Accountable for decisions made. Attention to detail and accuracy/integrity of data provided. Able to prioritize workload in order to meet the needs of the organization and to meet designated timelines.
- **Professionalism:** Highly self-motivated individual, possessing strong organizational skills. Comfortable taking direction, work cross-functionally and independently.
- **Adaptability:** Able to deal with frequent change, delays, or unexpected events. Able to handle multiple projects simultaneously. Able to identify and troubleshoot problems in order to affect a complete resolution.

- Attendance/Punctuality: Ensure work responsibilities are completed in a timely fashion.
- Dependability: Able to perform and maintain the functions of the job in a reliable and consistent manner.

### **Desired Education and Experience**

- Bachelor's degree in Agricultural Business, Agricultural Economics or Agronomy; Master's degree preferred
- 3 – 5 year's Agricultural experience with small grains, specifically pulse crops

Advanced skills in MS business suite – MS Excel & MS PowerPoint proficiency is very important

Experience with development and maintenance of customer accounts

**Location:** Saskatoon, LCRC breeding station

**Travel** across Western Canada and USA (Northern Plains) at least 40 days per year with overnight stays.

Company provides a company vehicle, laptop and cell phone connection

**Submit** resume: [jobs-lcs@limagrains.com](mailto:jobs-lcs@limagrains.com)