



Position Title: Senior Product Manager

Reports To: Marketing Director

Location: US - Remote

Date: September 20, 2021

Position Summary

- Responsible for Vive branded product assets, the Product Manager devises and executes a marketing plan and strategies designed to create a differentiated, 'best in class' position for the Vive portfolio
- Responsible for the profitability of the Vive portfolio, focusing on margin management, pricing strategies and market support in a growing market footprint and commercial channel
- Develops compelling business cases for new products that address market pain points and support rapid market growth of Vive's technology platform while also leading the subsequent market introduction of new products
- Works closely across multiple internal departments and external partners to foster product development, manage product supply, and create brand awareness for the Vive portfolio

Key Success Factors

- Brings a deep understanding of the market and grower pain points and leverages that understanding to optimize the development of future Vive products
- Creates market demand through strategic product development and positioning that succinctly addresses grower needs and existing market gaps
- Exhibits strong analytical and problem-solving skills despite imperfect information
- Maintains a healthy mix of strategy and execution in day-to-day work while scaling efforts in support of a rapidly growing business
- Is a resourceful, creative, and self-driven individual who is passionate about building something real in support of the organization's continued business success
- Consistently manages multiple deliverables to ensure on-time and on-budget delivery

Interacts with:

- Internally – Sales, Marketing, Development, Supply Chain, Regulatory, Executive Leadership
- Externally – Growers, retailers, crop consultants, and other centers of influence; and at times other 3rd Party Product Development Partners

Specific Duties & Responsibilities

- Responsible for the Vive portfolio across Sales, Marketing, Supply Chain, Regulatory and Development departments
- Manages product margins and the overall financial performance of the Vive product portfolio
 - Manages COGs
 - Monitors market dynamics and sets pricing
 - Executes program administration
- Collaborates with Development to identify new solutions to address market needs, from concept to creation to quality control and field testing
- Develops and presents to leadership sound business cases for new products
 - Evaluates product pipeline ideas
 - Executes market assessment and a gap analysis
 - Conducts the competitive assessment



- Identifies strategic target markets
 - Determines regulatory implications
 - Forecasts market potential
 - Recommends pricing
- Partners with Marketing colleagues to devise the yearly marketing plan
 - Identifies and informs field and customer training needs
 - Provides input on field demo program
 - Informs communications campaigns
- Coordinates and oversees regulatory lifecycle management with the Regulatory team
- Serves as a lead contributor on the Vive Pipeline Development Process (PDP) and Product Launch Committee
 - Provides regular updates regarding development and regulatory progress vs. timelines
 - Identifies field data needs and collaborates with Development and Technical Field Agronomists to prioritize trial placement & assessment of data
 - Ensures alignment from Sales, Marketing, Development, and Field Agronomy representatives regarding launch approach

Knowledge & Skills

1. Education and experience required.
 - Education: Bachelor's degree in agronomy or an agricultural sales or marketing related field. Other educational backgrounds considered with relevant experience
 - 8-10+ years of experience in the agricultural industry, ideally within crop protection with 3-5 years of previous product management experience.
2. Key attributes
 - Strong communication skills, ability to distill down complex messaging
 - Strong interpersonal skills; connects and builds strong relationships with field agronomists, sales and others
 - Strategic thinker with strong organizational and independent problem-solving skills
 - Challenges mediocrity, ensures Vive products are best in class
 - Strong analytical skills – ability to assess the big picture as well as nuance the details
 - Detailed and data-driven approach to decision-making
 - Comfortable managing complex projects and initiatives
 - Passion for accuracy and detail, including written and oral communications
 - Independent, can-do attitude, self-starter
3. Key competencies with examples on how they apply to the role and apply Vive Values
 - We succeed through collective genius – collaborative, teamwork, problem-solving
 - A natural collaborator, works across Sales, Marketing, Development, Supply Chain and Regulatory to align product development, production, and distribution efforts
 - We are grower focused – network & relationship building, customer focused
 - Ensures Vive product pipeline efforts are focused on addressing grower pain points and unmet market needs
 - Partners with Sales to align and educate distribution channel partners delivering product to the market
 - We are passionate about building something real – results oriented, quality oriented
 - Assesses various data sources to measure and maximize market penetration
 - Develops market-relevant proof points to convey each product's brand story



- We are confident & adaptive owners – adaptable, initiative, accountable
 - Owns new product business cases – evaluates the product pipeline, incorporates market needs and opportunity and determines technical feasibility and development investment required
 - Anticipates challenges and changing dynamics and adapts plans accordingly
- We are precise, data-driven and science-based – critical thinking, analytical
 - Delivers branded Vive products with measurable and market-relevant differentiation and added value
 - Ensures thorough validation and reliable product performance from lab to trial to field scale production data
 - Leverages multiple data sources to execute various market analyses

Work Environment/Effort

- Travel up to 30-35%
- Must have the ability to travel across US and Canada
- Valid driver's license and good driving record; valid passport required