



## **Customer Product manager**

### **The role**

The product manager is responsible to provide day to day support for ongoing product related matters. Liaising with the regulatory managers and commercial leads, the product manager will ensure quality product launches, generating and communicating marketing materials and provide both, technical and commercial support ensuring, adequate follow up on product related opportunities and issues.

The candidate will report to the Director of Marketing.

### **Accountabilities**

- Implement product strategy as defined in approved business cases
- Prepare and implement product launch plans liaising with the relevant business managers
- Provide country support for issues raised and support the business managers for any technical advice
- Support S&OP process to guide purchases and allocations
- Lead projects related to respective product improvements i.e. improved GAP, formulation change etc
- Define, organize and exploit marketing (and if useful regulatory) trials to support products (tank mix, programmes, specific targets...) and create USP
- Prepare marketing material (presentations, leaflets...) and marketing campaign for general or targeted purposes in coordination with the Business Managers
- Maintain and communicate central database for marketing materials (set up/enhance basic digital marketing tools (website, and social media)
- Liaise with advisers and influencers in the various countries in relation with the concerned BM to present, promote and create pull on our products

### **Qualifications**

- BSc. In Agronomy or related subject matter, MBA desirable or marketing training

### **Skillset & experience required for the role**

- >5 years' experience in a crop protection related industry
- Extensive knowledge of the European market
- Experience in a technical & marketing role, with a record of developing technical & marketing content
- Good understanding of customer marketing processes
- Good understanding of end-to-end marketing processes & tools, with an understanding of digital marketing
- Strong in communication
- Fluent in English, other languages a plus

### **We offer a variety of financial and non-financial benefits, including:**

- Flexible work environment
- Eligible to participate in the Short-Term Incentive program
- Computer and mobile phone will be provided
- A competitive pension fund plan
- Company phone and laptop

### **Primary Location**

Home office with up to 25% travel

**Industry**

- Farming
- Chemicals

**Employment Type**

Full-time

**Job Functions**

- Marketing & Development

"**Albaugh – Your Alternative**" is the short way to describe what we are all about. We create and supply crop protection products used by farmers across the globe thereby making their farming operations more economical. We are ultimately helping produce and secure an affordable supply of food to help feed and support the population of the world.

Albaugh today is a global business, operating with a direct presence in key agricultural regions including: North America, Mexico, Brazil, Argentina and Europe. From these locations we are also serving other markets such as Central America, Andean Region, South America and Africa. In each of our key regions, we operate manufacturing facilities which assure the quality and competitiveness of the products that we supply.

Albaugh's focus on efficiency is a critical business component and is embedded in the teams responsible for active ingredient sourcing, supply chain, formulations, production, development, regulatory affairs and sales support. Albaugh also has an Innovation Platform for novel products, including our CoAxiom Wheat Protection System recently launched in the US.

Today the ambitious goals, entrepreneurship, focus, persistence, and integrity have never been stronger in our company culture.

**Albaugh Europe Sàrl**

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