



## Role Profile

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### Role Title:

### Reports To:

### Position Location:

### Company Background:

ABS Global is the world-leading provider of bovine genetics, reproductive services, technologies and udder care products. Marketing in more than 70 countries around the globe, ABS has been at the forefront of animal genetics and technology since its founding in 1941. We are uniquely positioned as a global player with a dedicated research and development function and an international distribution network. We breed and distribute the genes of the world's best bulls, scientifically selecting livestock whose offspring is designed to increase the profitability of our customers who are some of the world's biggest farmers and food producers.

Our vision is clear: *Pioneering animal genetic improvement to help nourish the world.*

### Role Overview:

Come join us and be part of our vision to *Help Nourish the World* as the **Sr. Marketing Manager for our North America Beef** business. This role is a critical member of our North America Beef commercial team and will help us build a marketing strategy that takes our brand recognition to drive sales, profits and growth.

This is a hands-on leadership role and is the perfect opportunity for an experienced marketing professional who is motivated by both strategy and execution. We know we have the best genetics and products around; we need you to create the right marketing plans and strategies that make our brand a powerhouse. You will have the opportunity to think big and inject new ideas and techniques to build innovative, best-in-industry marketing plans to drive sales and growth. You will also be given the opportunity to build the structure and team to deliver these best-in-industry marketing strategies. Remote (must be based in U.S.). This role will require up to 50% travel across the U.S. to gain deep, intimate knowledge of our marketplace including spending time with the sales force and customers. Will also attend trade shows/events as needed.

### Specific Accountabilities:

- Establish, oversee and implement the marketing and brand strategy for our beef products to support short, middle and long-term growth
- Assess, recommend and build internal structure and team to deliver marketing strategies
- Manage development and execution of yearly marketing plan
- Become an expert of our consumer market. Translate U.S. market trends and consumer insights to sustain a highly competitive and compelling value proposition.
- Identify new business opportunities through market research and partner with commercial team in the evaluation of new business opportunities.

- Partner with U.S. Sales Leadership (beef and dairy) to support strategic accounts in regard to marketing and promotion planning and measurement and analysis of program impact
- Lead and bring to life key marketing materials and initiatives to ensure brand growth in line or ahead of plan

**Qualifications and Experience:**

- Agriculture background or experience in agriculture or related field strongly preferred but not required
- 8+ years experience in marketing including product and brand management, crafting and executing communication and marketing campaigns including creating creative assets
- Proven track record in leading marketing teams and strategies that drive revenue and growth
- Experience building and leading high-performing teams
- Demonstrated ability to analyze issues, think strategically and creatively and execute innovative ideas in the target market segment
- Experience with customer journey mapping & working with CRMs
- Strong aptitude for embracing and promoting change
- Collaborative approach and thinking with the ability to influence others
- Effective vendor management experience
- Outstanding verbal and written communications skills. Effective presenter.
- Ability to travel up to 50% across the US

**Capabilities and behaviors:**

- Live and display the Genus values at all times in their day-to-day activities.
- Maintain professional verbal and written communications with co-workers, internal and external customers, and vendors at all times.
- Be flexible with respect to job responsibilities and consistently strive to be an effective team member.
- Strive to advance your skills and display a willingness to accept future development.
- Actively participate in company training opportunities to further develop skills applicable to the team.
- Gain an understanding of the company's business and the team's role within the company.

**Equal Employment Opportunities:**

Genus is an equal opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. Genus prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Genus conforms to the spirit as well as to the letter of all applicable laws and regulations.