



# Job Description

## New Product Marketing Director, PIC



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Genus strives to provide beef, dairy and pork producers with superior breeding stock to enable the production of affordable and nutritious animal protein for consumers. Genus' mission is to pioneer animal genetic improvement to help nourish the world. PIC is Genus' porcine division and is the global leader in pig genetics.

PIC uses the latest technologies to develop, produce and sell superior breeding stock to pork producers. Today, PIC has ~25% global market share among modern producers and counts most of the world's leading pig producers among its customers.

The global pig industry is suffering from PRRSV (Porcine Respiratory and Reproductive Syndrome Virus). PRRSV is a disease that causes billions of dollars of damage across North America, Europe and Asia and no cure exists today. In 2015, Genus announced the development of pigs that showed resistance to PRRSV. These pigs were developed with the use of the most advanced gene editing technology. Since then, strong progress has been made in advancing the technology and collaborating with international regulators, including the US FDA and China Ministry of Agriculture.

Market acceptance of pork from disease-resistant pigs is essential to this program's success. This includes acceptance by consumers and the food chain. Initial research among consumer and food chain stakeholders has been conducted and relationships have been built.

Building on the initial work, the goal for the role is to develop and implement a holistic market acceptance strategy for the PRRSV-resistance program in anticipation for commercial launch. This position will be responsible for interacting with and influencing the broader food chain and supporting the development of a comprehensive marketing and go-to-market strategy.

### Core Duties and Responsibilities

- Develop a comprehensive stakeholder outreach strategy focused on driving acceptance in the food chain for pork from disease-resistant pigs:
  - Monitor sentiments among food chain participants, map pre-requisites for adoption, and understand commercial value drivers at each step in the value chain;
  - Develop an actionable outreach plan for the food chain that incorporates the findings from consumer and stakeholder research;
  - Coordinate the development of commercial strategies;
  - Take a holistic view on all relevant food chain stakeholders including pork producers, food manufacturers, retailers, food service player, industry associations and key influencers; the focus is on the U.S. and key geographies that trade pork with the U.S. (including Canada, Mexico, Japan, South Korea, China).
- Implement the market acceptance and stakeholder outreach strategy
  - Coordinate the outreach to the food chain among all relevant functions in PIC and Genus;
  - Lead the development of content and materials and education of Genus-PIC staff;



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- Build relationships with key stakeholder groups and opinion leaders and focus on establishing support for the disease-resistant pigs;
- Represent Genus and PIC in key industry forums; function as a spokesperson for PIC as it relates to the disease-resistance program;
- Establish a food chain advisory committee with senior food chain experts;
- Engage and manage agencies and consultants as needed.
- Collaborate closely with Genus R&D and PIC to align the market acceptance strategy with the broader disease-resistance program and PIC marketing efforts for existing products
  - Key functions to interact with include Genus Trait development, Genus Regulatory Affairs, Genus IP, Genus Legal, R&D External Affairs, PIC Product Development, PIC Supply Chain, and PIC Marketing.
- Develop strategic plans and annual budgets; manage expenses within budget.
- Be a core member of the PRRSv-resistance program leadership and PIC Global Marketing team.

#### Qualifications

- University degree in Business or Marketing, MBA preferred
- A minimum of 5 years of experience in a relevant area, with a strong preference for product development, sales & marketing, or corporate affairs in the food system
- Experience working in a regulated and consumer-sensitive environment, preferred
- Proven strategic planning and implementation skills
- Leadership skills and vision with respect to market acceptance and stakeholder management
- Ability to operate effectively in environments with many diverse stakeholders
- Ability to work both autonomously and collaborate across teams and functional areas
- Ability to influence internal and external stakeholders
- Strong organization and prioritization skills are required
- Excellent oral and written communication skills are required
- Demonstrated ability to analyze and solve problems in an empowered, self-directed/managed work environment
- Ability to work in and maintain performance expectations in a fast-paced environment
- Proficient in Microsoft Office and other relevant software applications
- Ability to travel approximately 35%; predominantly in the US with occasional international travel

Relocation Eligible: Yes

Job Type: Regular Full-Time

If you share our spirit of innovation and can thrive in an environment that offers both challenge and support, please submit your resume to [careers@pic.com](mailto:careers@pic.com).