

SUGAR BEET MARKET AND TECHNICAL AREA MANAGER



Permanent contract



Germany and Central Europe



As soon as possible

Who are we ?

RAGT Semences, on behalf of its brand Deleplanque, a leader in the production and marketing of agricultural seeds, is recruiting a Market and Technical Manager for the Sugar Beet Crop Lead team.

Job summary :

The Market and Technical Manager for Sugar Beet is the strategic driver and expert for his/her product portfolio. Reporting to the Crop Lead, she/he manages the entire product lifecycle and acts as the central hub between Research, Development, Operations and Territories. He/she influences the portfolio's performance and contributes to profitability through strategic positioning, value creation, and strong collaboration across Territories. The scope of intervention for this position is Germany and Central Europe.

Key Responsibilities

1/ Strategic planning & Innovation

In collaboration with the crop lead,

- Define and implement **mid and long-term product strategy**, based on analysis of market trends, competitor dynamics, and farmer/industry needs.
- Translate market insights into clear requirements and **strategic orientations for R&D** to guide the innovation pipeline.
- Conduct **competitive intelligence** to anticipate market shifts and adjust our positioning.
- Consolidate **new market opportunities, customer segments** (Distributors, Farmers) and emerging trends to ensure portfolio competitiveness.

2/ Portfolio & Lifecycle Management

- Manage the product portfolio across its **entire lifecycle**, from 1st application to phase-out, including **associated offers** (e.g., seed treatments), in close collaboration with Development, Operation and Local Marketing.
- Lead and coordinate successful **product launches globally**.
- Manage and optimize the portfolio database to support decision-making and portfolio performance.

3/ Market Positioning & Growth Strategy

- **Define product positioning**, in close collaboration with Marketing&communication, **value propositions, unique selling points** (USPs) for each offer.
- Define **pricing frameworks**, leveraging profitability analysis and competitive intelligence.
- Deploy the **Marketing Mix** by collaborating with regional teams to design and implement local strategies and action plans consistent with the global vision.
- **Support in- and out-licensing activities** to maximize portfolio value and strengthen market presence.

4/ Technical and Market Development Support

- Steer the **design of trial networks** in collaboration with the Development team to ensure perfect alignment with marketing objectives and the validation of value propositions.
- Provide Territories with **product and offer training**.
- Engage with **downstream channels** (processors, industry) to identify and capture value-creation opportunities.
- **Develop and maintain sales support tools** in partnership with Marketing&Communication.

5/ Operational Excellence & Cross-Functional Leadership

- Collaborate with Operation and S&OP to **secure seed availability for trials and business** (Allocation, production plan)
- **Represent the company** at trade shows, open house events, and field demonstration with key clients.
- **Act as a global ambassador** for the Sugar Beet portfolio, fostering collaboration, knowledge sharing, and alignment across all regions and functions.

Requirement

- Education: Advanced degree in Agronomy, Plant Science, or a related field.
- Experience: Proven experience in the seed industry, with demonstrated dual expertise in both marketing/product management AND technical/agronomic functions.
- Knowledge: Excellent knowledge of seed markets, key players, and commercial channels. Strong agronomic expertise in Sugar Beet.

Skills:

- Strategic mindset with excellent analytical and synthesis skills.
- Ability to translate complex technical data into clear, compelling, customer-benefit-oriented messages.
- Excellent communication, teaching, and influencing skills.
- Ability to lead projects and work cross-functionally with multiple teams (transversal leadership).
- Problem-solving mindset, resilience, and proactivity.
- Languages: Fluent in English is mandatory.
- Other: Willingness to travel internationally (approx. 30%).

Recruitment Process :

1. The application:

Once submitted, you will receive an instant message confirming the good receipt of your application.

2. The pre-selection:

Our dedicated recruitment team will carefully study each application. If your application is not selected, you will be notified, and it will be placed in a pool, allowing you to be contacted in the future for another opportunity.

3. The interviews:

If you are pre-selected, you will be contacted directly and invited to an interview. This interview may be conducted by phone, face-to-face, or via video conference. This interview phase is the time to meet your potential future manager. After the interview, you will receive a response as soon as possible.

4. Hiring and integration:

Congratulations, you are joining our group! We will formalize your contract and prepare for your arrival among us.

RAGT is committed to diversity through the implementation of an inclusive recruitment policy, specifically in favor of people with disabilities.