

Business Development Manager – Resistant Starch Wheat

Marketing & Sales – Calgary, Alberta, Canada

Req ID: 219980W-01

EMPLOYEE STATUS: Regular

SCHEDULE: Full-Time

JOB TYPE: Experienced

EDUCATION: Bachelor's Degree (±16 years)

Description

The Business Development Manager for Resistant Starch Wheat will be responsible for introducing an innovative new natural grain-based technology to food companies in North America and key export markets that will solve for consumers' needs for more fiber in the diet without compromising taste or texture. The incumbent will be the technical expert for Corteva in resistant starch, semolina, flour, dietary fiber, pasta, and other product applications. The business development manager will evaluate and help coordinate the integrated supply chain to get this valuable cereal crop from the farm, through processors to CPG companies. The incumbent will be accountable for developing and implementing a business plan to support demand/volume creation. This individual will be the primary account manager for CPG companies, millers, grain companies and exporters to align supply with downstream business demand. The individual will also have an important role in business case development and commercialization of other output traits in various crops as assigned. Primary focus is North America, but key global wheat customers are within scope.

Additional responsibilities include, but are not limited to:

Market Development and Demand Creation

- Build a new market for resistant starch wheat as a key natural grain-based ingredient that will increase fiber in the diet while preserving the critical sensory attributes in taste and texture.
- Work with external influencers to facilitate the development of key technical materials and applicable studies in nutrition, sensory, performance, etc. required to support business development.
- Create demand directly with potential CPG companies.
- Responsible for product trials and product design with prospective CPG companies.
- Facilitate the relationship between key channel partners and end-use customers. This may include help with sales/marketing for demand creation, contracting, research, logistics, etc.

Complex Account Management

- Design and implement key account plans.
- Develop and implement origination plans with grain companies and millers. The key objective is the design and execution of successful origination programs that achieve downstream demand goals for grain and flour with the resistant starch technology.
- Forecast and translate semolina and flour demand into grain volumes and seed forecasts.
- Facilitate forecast alignment between internal and external stakeholders.
- Lead the design and development of programs within Corteva to effectively execute commercial objectives with channel partners at head office and regional levels.
- Negotiate commercial contracts with channel and/or end-use customers.
- Work with the Corteva marketing team, design, and lead/direct implementation of local/regional tactics to align the resistant starch demand with seed contracting programs.

Achieve Business Results

- Provide timely and accurate forecasts from customers to ensure adequate seed supply.
- Establish agreement on pricing strategy and volume targets.
- Track and forecast of royalties, programs, providing input and validation in Corteva's integrated business process.
- Develop and achieve annual plan goals.

Internal Program and Project Coordination

- Identify and align resource requirements, both internally and externally, for program success.
- Develop strategic plans that are aligned with Corteva's marketing, annual planning, customer, key account management and sales teams.
- Participate on the Grains and Oils team and provide input to the local product concept and annual planning teams.
- Participate and contribute to annual and 3-year plans for output traits and the seed portfolio.

Project Management

- End-use markets analysis (domestic and international), customers and channel analysis for output traits.
- Build market plans and business cases for output traits as assigned. Be a creative and out-of-box thinker.
- Provide input and participate in Global Platform teams as requested.
- Develop market intelligence to monitor competitive activity.
- Build relationships with key industry opinion leaders to monitor trends and issues and build advocacy for output trait portfolio.



External Corteva Representation

- Participate in development of output trait strategies to create awareness within the food industry.
- Promote and represent Corteva to increase output trait program awareness with key industry associations, external stakeholders, and opinion leaders.
- Participate in select agriculture and food industry trade shows and conferences.
- Tailor key messages to different segments within the food and feed industry.

Qualifications

- BS or MS Degree in Food Science, Milling & Baking Science, Dietetics, Nutrition, Business or equivalent experience from food industry, grain industry or milling.
- 10-15 years' experience in in sales, marketing, nutrition, or technical sales/services role.
- Customer and/or market expertise in wheat/cereals/flour/pasta industry.
- Complex account management (multi-level selling experience is important).
- Experience collaborating and working with multinational companies.
- Be an active follower of consumer food trends with regards to grain-based food and fiber as a health driver.
- Excellent communication and presentation skills, both oral and written. Ability to present technical material in a clear, concise manner to both a scientific and non-scientific audience.
- Ability to manage and prioritize customers and workload.
- Ability to operate in an evolving business environment.
- Be able to anticipate customer's needs/objections prior to them being brought forward.
- Strong ability to influence and persuade others.
- Innovative in problem solving and not constrained by pre-existing bias
- Ability to quickly establish relationships with internal working contacts.
- Willing to meet aggressive business timelines and sales goals and then reach to surpass them.
- Be a team player, self-starter and enthusiastic with a non-defeat attitude.
- Ability to establish relationships and adapt to a diverse, international audiences.
- Ability and interest to become a senior leader within Corteva commercial organization.

#GrowWhatMatters

Corteva Agriscience™ is an equal opportunity employer. We are committed to boldly embracing the power of inclusion, diversity, and equity to enrich the lives of our employees and strengthen the performance of our company, while advancing equity in agriculture. Qualified applicants will be considered without regard to race, color, religion, creed, sex, sexual orientation, gender identity, marital status, national origin, age, veteran status, disability or any other protected class. Discrimination, harassment and retaliation are inconsistent with our values and will not be tolerated.

To all recruitment agencies: Corteva does not accept unsolicited third party resumes and is not responsible for any fees related to unsolicited resumes.