

CAREER OPPORTUNITY



Market Development Specialist

Ontario

We are looking for a self-motivated individual who likes to travel and has strong interpersonal skills to be a highly effective DairyComp and Feedwatch coach for the external Feed and Veterinary Advisors teams in Ontario, Western Canada and Maritimes. One of your main responsibilities will be to acquire new DairyComp and FeedWatch customers in the Canadian Dairy market.

Position Overview

- Facilitate strategic business interactions between external and internal customers and advisors for our DairyComp and FeedWatch software solutions and Lactanet mobile app.
- Provide direction, support accurate & timely communication with the software, sales, and support teams plus Lactanet Field Services staff to ensure the market plans & lead generation strategies are executed.
- Develop sales related messaging & tools that communicate the value of DairyComp, FeedWatch and Lactanet mobile apps.
- Monitor and report on the competitive landscape in the Canadian Dairy Industry and develop messaging to secure customer retention.
- Lead the development of lead generation processes that drive new customer acquisitions in the Canadian Dairy Market, specifically on Ontario, Western Canada and Maritimes.
- Engage in a consultative sales process with Canadian Dairy Farms to identify needs and provide guidance on Lactanet Herd and Feed management Solutions.

Qualifications & Experience

- 3-5 years of sales experience in the Canadian Dairy Industry
- Previous experience in organizing and project managing small-scale events.
- Flexibility to work mobile and travel extensively throughout Canada.
- Proficiency in English.
- Ability to communicate in French is an asset

Working conditions

This is a work at home, remote position based in Ontario. Travel will be required in Ontario, Alberta and the Maritimes.

How to Apply

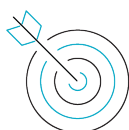
If you meet the qualification for this position, please send us your resume with an email subject line 'Market Development Specialist' to careers@lactanet.ca.

Lactanet is the leading dairy herd improvement organization responsible for milk recordings, genetic evaluations, knowledge transfer and dairy cattle traceability. We provide products and services to help Canadian farmers manage their dairy operation.

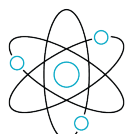
The benefits of working at Lactanet include:

- Group Insurance & Pension Plan
- Free Medical Teleconsultation
- Employee Assistance Program
- Training & Development
- Allowance for mileage and cellphone
- Vacation & Sick Days
- All Equipment Provided
- Reimbursement of all travel expenses

CORE VALUES



Excellence



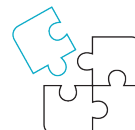
Innovation



Integrity



Diversity



Synergy



Leadership