

## Product Manager

Are you passionate about developing innovative solutions for the agricultural sector? Do you have experience in engineering, biotechnology, or agronomy combined with understanding the trends in ag tech market? If so, we have an exciting opportunity for you to join our team.

We are running an innovative project for target spray application making use of cameras and relying on artificial intelligence – a cutting-edge technology that allows farmers to apply precise amounts of pesticides, herbicides, and fertilizers to their crops, reducing costs and environmental impact. The project aims to bring to market an innovative product that can be implemented as an effective alternative to the traditional broadcast spraying. This requires a talented Product Manager to help us validate customer value hypothesis, create a product vision, and run a product management process to ensure the product is successfully commercialized.

**Job Type:** Full-time

**Location:** Employment at our brand-new facility in Deinze, Belgium (activities for EMEA) (hybrid) or possible location in Holland or Germany.

**Reporting to:** COO

### Responsibilities:

- Conducting market research to identify target audience, their needs, competition, and market trends in order to uncover underserved customer needs.
- Working out a value proposition that will establish the best product-market fit.
- Testing and validating the MVP concept with the potential target customers.
- Together with our core team, co-creating the product vision, strategy, and business model and communicating this to internal and external stakeholders by creating awareness, generating demand, and reaching the target audience.
- Collaborating with engineers, designers, and testers to deliver high-quality products that meet customer needs, has unique product benefits and stands out from the competition.
- Developing and executing go-to-market plan, including pricing, positioning, channels and promotion.
- Demonstrating the feasibility of the product and its benefits to potential customers (both farmers and OEM's).
- Managing the product lifecycle from ideation to launch, including testing, validation, and iteration. Creating a product roadmap.
- Tracking and analyzing product performance and user feedback, making data-driven decisions to regularly update product roadmap to secure competitiveness.

### Qualifications:

- A degree in agronomy, bioscience engineering, or a related field supplemented by a business degree (Economics, Marketing, or similar).
- A strong understanding of the agricultural market and farmer needs.
- Experience and knowledge about spot spray technology, preferably in-field.
- Proven experience in Product Management, preferably in the agricultural sector.

- Experience with MVP concept, KANO framework or similar frameworks for product development.
- Excellent communication, presentation, and interpersonal skills.
- A creative, analytical, and problem-solving mindset.
- A willingness to travel frequently to visit customers and partners.

As a person you are an excellent collaborator, outbound, willing to try out ideas and hypotheses, seeking different perspectives. You are a good customer anthropologist, able to uncover the customer's needs, prioritize them and make product decisions based on collected insights and your own understanding of market trends. You focus on activities that deliver impact and results. You are resilient, able to continue working at a specific problem, viewpoint or action plan until a result has been achieved or it is determined that an alternative approach is needed. You are entrepreneurial and strategic, you are at ease at settings and environments in which the number of pre-established processes is scarce, while demonstrating the ability to define and set up new processes.

If you are interested in joining our team and making a difference in the agricultural industry, please apply with your resume and motivation letter.

#### **About us**

TeeJet is a known name in agricultural spraying. For more than 85 years we have been creating agricultural spray products and technologies that help farmers get their spray job done in efficient and responsible way.