

<b>TITLE</b>	<b>Sales and Business Development Manager for Russia and CIS Countries</b>
<b>REPORTS TO</b>	Richard Mills – Managing Director for Growing Systems
<b>ROLE SUMMARY</b>	<ul style="list-style-type: none"> <li>Develop Haygrove’s market entry into Russia and CIS targeted countries to establish a base of corporate or large investment backed companies through which the business can grow a formidable protect cropping market share.</li> </ul>
<b>KEY RELATIONSHIPS</b>	<ul style="list-style-type: none"> <li>Regional Business Unit Leaders</li> <li>Supply Chain Team</li> <li>Growing Systems Sales Team</li> <li>Product Management Team</li> </ul>
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>Energy and creative thinking</li> <li>Excellent inter-personal &amp; communication skills at all levels</li> <li>Right balance of Teamwork and Leadership approach</li> <li>Enthusiasm for problem solving.</li> <li>Desire to learn and continuously improve</li> <li>Flexibility and adaptability to change.</li> <li>Personal and professional integrity</li> </ul>
<b>PRINCIPLE RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>To develop regional vision, sales strategy, annual operating plans and annual budgets for the Growing Systems Business in Russia and CIS countries</li> <li>To develop strong new markets entry plan or new product launch strategies, identify key partners, negotiate terms and deliver the business plan</li> <li>To lead sales and service development for Haygrove Growing Systems in Russia and CIS countries</li> <li>Generate sales and marketing plans to pursue key market opportunities with defined objectives and budgets.</li> <li>Part of the role would be to understand domestic grant funding programmes available to growers in each of the CIS regions.</li> <li>To help provide excellent service for customers including responsibility for pre-sales advice, delivery and after sales care</li> <li>Responsibility quoting, sales tracking and to ensure all enquiries are captured and promptly followed up</li> <li>To develop a formidable network in the horticultural industry with growers, grant funding institutes, suppliers, marketing organisations and supermarkets</li> <li>Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks.</li> </ul>
<b>SECONDARY RESPONSIBILITIES</b>	<p><u>Other Areas of Responsibility</u></p> <ul style="list-style-type: none"> <li>Understand what our competitors are doing. Substrate as well as Tunnel competitors. On-going analysis should include latest product specifications, pricing, key customers and geographical strengths</li> <li>Part of the management team to be accountable for delivering the overall P&amp;L for Russia and CIS countries.</li> <li>Regular monthly reports on sales, key issues to address and plan forward.</li> <li>Achieve annual Goals in line with Company objectives.</li> <li>To work closely with the Innovation team to identify new market requirements, competitor challenges and launch plans for the region</li> </ul>

	<ul style="list-style-type: none"> <li>• Recommends changes in products, service, and policy by evaluating results and competitive developments.</li> </ul>
QUALIFICATIONS	<ul style="list-style-type: none"> <li>• Experience in working with Russian businesses</li> <li>• Excellent leadership skills, a proven leader of culture and business development</li> <li>• Proven Sales and Marketing strengths and experience, ideally in Horticultural/Agricultural related industry, but not a prerequisite</li> <li>• Excellent Russian and English essential</li> <li>• Bachelor's degree in economics or marketing is desirable but not essential.</li> </ul>