JOB DESCRIPTION – COMMERCIAL SEED SALES LEAD

Company: Agventure Ltd
Department: Sales
Function: Commercial Seed Sales
Location: Nakuru, Kenya

## Role Summary

This is a new and developing department within Agventure, responsible for building the commercial seed portfolio and establishing market channels for newly registered and trialed varieties. The role requires a highly adaptable individual with strong autonomy, commercial awareness, and the ability to work effectively with key partners, including KWS SAAT SE & Co. KGaA.

The Commercial Seed Sales Lead will play a central role in defining market opportunities, driving sales expansion, establishing commercial systems, and supporting the strategic growth of the seed business.

## Key Responsibilities

1. **Portfolio & Product Management**

- Lead seed demand forecasting and support production planning.
- Align commercial requirements with product development on product positioning and strategy.
- Act as the primary link between sales and product development to ensure consistent market feedback and messaging.

2. **Business Development & Sales Growth**

- Develop business cases for target crops and support strategic commercial decisions.
- Oversee market research and build effective national sales channels.
- Identify key customers, grow strategic accounts, and build long-term partnerships.
- Explore national and international licensing opportunities to expand product reach.
- Work closely with partners such as KWS to ensure alignment and maximize commercial potential.

3. **Commercial Systems, Processes & Operational Readiness**

- Develop quality assurance and monitoring systems for commercial seed operations.
- Build warehouse, distribution, and stock management processes.
- Create workflows for seed cleaning, treatment, and processing across all crop types.
- Drive digitalization of commercial processes, reporting, and performance tracking.

4. **Department Development & Stakeholder Engagement**

- Support the establishment and growth of a new commercial department, helping define structure, processes, and culture.
- Maintain strong relationships with industry stakeholders, regulators, and internal teams.
- Provide strategic market insights to inform long-term commercial planning and pipeline development.

## Knowledge, Skills & Experience

### Qualifications

- BSc in Business Administration, Agricultural Economics, Agribusiness, or related field.

### Experience

- Proven experience in agricultural project management or commercial operations.
- Seed industry experience is advantageous.
- Good understanding of plant cultivation and farm business fundamentals.

### Technical Skills

- Strong analytical abilities and command of sales planning tools.
- High proficiency in MS Office, Excel, Google Sheets.
- Understanding of stock management and commercial operational frameworks.

### Behavioral Attributes

- Highly autonomous, able to lead in a new and evolving department.
- Adaptable, commercially minded, and capable of engaging key industry players.
- Strong relationship-building skills, including with partners such as KWS. Clear, professional communication in English.
- Willingness to travel as required.

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