

Cooperative Resources International

POSITION OPENING

Title: Dairy Regional Account Manager

Location: Northeastern U.S. (NY, VT)

Position Objective

Genex Cooperative, Inc. is in need of a Dairy Regional Account Manager to work with the other team members to maintain and grow sales within herds size 500+. The successful candidate will coordinate with local staff to develop a strategic plan on maximizing the Genex growth opportunities with these accounts.

Major Areas of Responsibility

- To develop and maintain sales with strategic accounts by growing sales in both units and dollars, working to increase semen blend while balancing sales volume, increase the ratio of GenChoice™ semen, and enhance Genex loyalty through high retention of current customers.
- Implement strategic sales strategies to achieve budgeted goals by developing a marketing plan for each herd, establishing direct owner contact with key dairy herd owners/managers pursuing long-term contractual arrangements and regularly evaluating herd strategies and then implementing adjustments as necessary.
- Record and communicate account interactions and activities that provide for timely follow-up and member satisfaction. Ensure that delivery of product and services is done in a timely manner by the local marketing staff.
- Manage Cooperative assets through sound business management practices by monitoring expenses to stay within budgeted guidelines, monitoring each account keeping accounts inside corporate credit policy, and utilizing cooperative funds to strategically enhance producer relationships.

Qualifications

- 2-4 year degree in Animal Science with both marketing experience and a clear understanding of the dairy genetics industry.
- Ability to speak Spanish is highly desirable but is not required.
- Strong computer skills; experience working in a customer database is a plus
- Ability to successfully manage multiple projects, including all aspects from establishing objectives, developing and executing action plans, negotiating, meeting goals on time and interpreting data and results.
- Ability to work in a team environment with excellent people and communication skills

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