



Marketing Manager

JUL 29 RECD

General Objective

Develop and lead marketing strategies and tactics for the assigned businesses in the area. Responsible for the strategic planning process to ensure continuous business growth and to maximize revenue and profits of all Mexico business. Manage product (allocation by region) ensuring optimization of current and future growth of the business. Assure the team work with the Regional Business Managers and TD&S Managers. As people manager, ensure the proper development of the Marketing Supervisor in order to guarantee a succession plan.

I. Responsibilities

- Lead the following process: Budgets, Forecast, Crop Plan, ATP, LRP (Inputs from Sales Managers) per region, hybrid, month, treatments, etc.
- Define the segmentation and positioning among regions
- Hybrid life cycle
- Value capture strategy per segment (working together with TD, Sales Manager, Marketing intelligence)
- Price list input per region, season, groups of products
- Marketing plan development (input from Sales Managers) and implementation according to brand strategy and positioning
- Assure strategy and plans are implemented by regional teams
- Understand grower needs
- Know and understand the main competitors strategies
- Creativity to use pull activities to gain market with the best value
- Strong market knowledge
- Market intelligence
- People Development and leadership within marketing leadership team

II. EDUCATION

- Professional degree in Business Administration, Engineer degree or similar career background.
- 8 year experience in marketing positions.
- 5 years of management experience in the marketing area in a multinational company.
- 3 year experience as people manager in other organizations (minimum 3 direct reports)
- Highly fluent in English (80% - 90%)
- MBA Preferred

III. DIMENSIONS

Basic

- Strategic thinking



- Results Orientation (advanced Level)
- Relationships & Networking (advanced level)
- Courage and candor
- Foresight
- Negotiation, business/marketing skills
- Agility

Desirables

- Proven People Management Skills
- Proven problem analysis, evaluation and solving capabilities
- Team work and self-management capabilities

IV. MOTIVATIONAL COMPATIBILITY

- Enjoys people development.
- Likes constant challenges.
- Willingness to travel about 30% to 50% of time./ mobility

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