

## **PURPOSE**

This position will lead the development of the Professional Development Strategy for Wyffels Hybrids Sales and Marketing personnel that is on brand, with clear processes for delivery, and a clear vision of outcomes and deliverables.

## **FUNCTION**

Reporting to Vice President, Sales and Marketing, the Professional Development Manager will participate as an active/engaged member of the Sales and Marketing leadership team to best understand development priorities for the Sales and Marketing organization at an individual, regional and companywide level that fit with the Wyffels business strategy. This position has no direct reports.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Lead ongoing development and implementation of Professional Development plans, including specific sales training capabilities, people development, and agronomic training (in conjunction with the Agronomy and Product Training Manager)
- Develop and deliver a core set of training activities through specific training initiatives face to face, remotely, and through various mediums that are impactful and tailored to the Wyffels business strategy.
- Develop relationships with selected external suppliers who will enhance the Wyffels Professional Development platform with specific core competencies training and tools.
- Build and develop a deep understanding of the current Wyffels DSM team, to best tailor development plans for their specific needs. Work closely with the Business Unit managers and Regional Managers to determine those needs, and development progress.
- Track development progress and provide tangible, measurable results to the Sales and Marketing Leadership team, and the broader Wyffels organization
- Consider the impact of professional development activities on other functions in the organization; seek ways to ensure they are informed; consider ways to on board other functions on these activities to better support initiatives in the organization
- Remain versed in current professional development trends, particularly to address a diverse workforce, and business growth
- Consider ways to scale the development toolset to accommodate selected Seed Representatives (dealers) who are investing time and resources in their respective businesses

## **QUALIFICATIONS**

- Bachelor's degree in Agriculture, or related field.
- At least 10 years' progressive Sales leadership experience, including front line farmer facing sales, preferably with experience leading training and development in a successful commercial business.

## **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED**

- Demonstrated capabilities and a high level of professionalism to present, interact and lead various types of training and development tactics.
- Team-oriented and effective at leading and managing and coaching people with planned skill development, informal feedback and coaching, who values team diversity and can leverage it for better of the team and business.
- Understands how Agronomy, Sales Capabilities and People/Business skills all play a role equipping impactful sales people, and the importance of how they weave together to deliver best in class performance.
- Views effective delivery/launch/execution of all professional development tactics as a critical part of success for the business and works with other leaders to ensure this is done effectively.
- Ability to be highly interactive within the commercial sales and marketing organization, garnering feedback and insights.

- Understands and values data driven insights to guide the business, alongside deep experience and understanding that exists with leaders in the business.
- Ability to equip the business with insights helping the Wyffels Sales and Marketing team be more effective today and preparing for tomorrow.
- Demonstrated ability to weather and lead through difficult challenges in the business and is able to step up their leadership capabilities to manage effectively