

PRODUCT DEVELOPMENT MANAGER / DEMAND PLANNER

Product development managers oversee product control, strategy and distribution throughout sales networks.

WHAT RESPONSIBILITIES WILL I HAVE?

- Develop new products through an existing range of key accounts and customer contacts
- Identify and develop new technology that will potentially add value to the company
- Assess the profitability of new products through market research and competitive analysis
- Work closely with other business units to trial products and plan field trials
- Assist in positioning product performance and present at company meetings as well as commercialization meetings
- Manage global development programs including proper design and execution of activities across multiple areas according to approved budgets and timelines
- Train and support sales staff
- Develop label use recommendations
- Manage relationships with production personnel, stakeholders, trial staff and brand managers
- Analyze and communicate results and recommendation to upper management
- Assist with customer service calls as necessary



WHAT EDUCATION & TRAINING IS REQUIRED?

A Master's or Doctorate in your desired field is typically required (i.e. plant pathology for work in a seed or crop services company)

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, a focus on sciences, computer and business courses, mathematics

TYPICAL EMPLOYERS

Medium to large-scale agricultural companies, some government agencies

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- Product Development & Management Association
- National Society of Professional Engineers
- Institute of Food Technology

AVERAGE ANNUAL FULL-TIME SALARY

\$115,000