



**Job Title:** Market Development Agronomist

**Reporting to:** Affiliate Program Manager

**Company Overview:**

Veritas Farm Business Management Inc. is a wholly owned subsidiary of Deveron UAS. Veritas is focused on creating value for our customers by delivering products and services that utilizes objective decision making in agriculture. The company focuses on creating collaborative partnerships that allow for easy implementation of the tools into each unique situation. Historically, Veritas Farm Business Management has been focused on the Ontario market but has recently been expanding out of Ontario into other provinces and into the United States.

**Position Overview:**

A key component of the go to market strategy of Veritas Farm Business Management is the affiliate program that allows ag retailers, independent agronomists and other members of the ag industry to utilize any or all the tools that Veritas has created or supports. This position will be responsible for supporting the affiliate program with existing customers through training, sales and service efforts. The ideal candidate would have a strong background in agronomy in order to communicate the value of the deliverables created. Knowledge of precision ag principles and practices would also be considered an asset.

**Duties & Responsibilities:**

Duties and responsibilities will evolve to meet the skills of the selected candidate and the needs of the company but will initially include:

- 1) Sales (50%)
  - a. Understand the needs and objectives of the existing affiliate network and their customer base
  - b. Assist the existing affiliate network in promoting Veritas product offerings to their customers
  - c. Participate in customer sales calls either independently or in conjunction with affiliates.
  - d. Conduct season-end product review and interpretation for existing affiliates and their customers
  - e. Maintain an active social media presence of efforts and product development by Veritas Farm Business Management
  - f. Ensure accurate invoicing is kept up to date
  - g. Provide feedback to the rest of the Veritas team on customer needs for current and future product development
  - h. Collaborate with the Affiliate Program Manager to continue to build the affiliate network by supporting efforts to introduce Veritas to potential partners and customers

- 2) Service (25%)
  - a. Support the existing affiliate network through delivery of pre-season, in season and post-season deliverables
  - b. Assist Veritas team members in data collection from customers and affiliates to drive analytical tools
  - c. Act as a resource to affiliates, customers and end users for utilizing deliverables in existing technology and data platforms
- 3) Training (25%)
  - a. Act as an ambassador of the Veritas brand through participation in both internal and external industry meeting and speaking events
  - b. Work 1 on 1 with existing affiliates and their customer bases to utilize the insights generated from the data tools
  - c. Offer recommendations to further the adoption of data and technology that will give a positive ROI to the ag industry.

**Education & Experience:**

This position requires a strong understanding of applied agronomy, precision agriculture technology and data interpretation. The successful candidate will require at least a college diploma in agriculture, 3 years of industry experience and a current Certified Crop Advisor (CCA) designation or the ability to obtain the designation within 12 months.

**Geographical Footprint:**

Veritas Farm Business Management has an affiliate network that is currently focused across Ontario with efforts underway to extend to other provinces and into the United States. The successful candidate will have the opportunity to support any geographical regions that Veritas services and has need for support in. This support can be done in person or remotely through technology.

**Compensation:**

Compensation will be based on experience and skill set.

**How to Apply:**

To apply please forward your cover letter and resume to [Aaron.Breimer@myveritas.ca](mailto:Aaron.Breimer@myveritas.ca). Only candidates selected for an interview will be contacted.