

Role Description & Person Profile

Job Title	Commercial Lead - Customer Management & New Customer Growth (non-UK/ROW)
Reports to	Feedlync Commercial and Business Development Manager
Business	Intellync
Location	Home-based
Direct & Indirect Reports	Commercial Sales ROW (Distributors and Contractors) Sales Specialist (Denmark) Customer Account Manager
Budget Responsibility	Budget Forecasting and Delivery

Role Overview Impact Statement	<p>Responsible for driving the commercial strategy and execution for account management and new customer acquisition within Rest of World (ROW) markets.</p> <p>This role involves leading and managing the non-UK Commercial team of distributors, contractors and sellers, setting strategic objectives.</p> <p>Contributing to the commercial strategy and ensuring the achievement of sales targets and growth metrics.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Develop and implement strategies to drive account management and new customer growth. • Lead and manage the commercial team to achieve sales targets and KPIs. • Build and maintain strong relationships with key accounts and new customers. • Identify and pursue new business opportunities to expand market presence. • Collaborate with internal teams (e.g., Marketing, Product, Finance) to align commercial activities with business objectives.

	<ul style="list-style-type: none"> • Monitor market trends and competitor activities to inform strategic decisions. • Maintain Customer Account Details (CRM) • Work closely with Finance Business Partners to ensure Customer Credit set up and any debt management follows process. • Contribute to Budget creation, reforecasts and delivery • Ensure compliance with company policies and industry regulations.
Key Stakeholders	<ul style="list-style-type: none"> • Commercial Team • Marketing Team • Product Development Team • Finance Team • Customer Support Team
Other Factors Travel, shift pattern, working hours, Licence type etc.	Travel within Europe required Full driving licence

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Required experience, qualifications, and necessary knowledge	
Essential	Desirable
<ul style="list-style-type: none"> • Strong commercial acumen and analytical skills. • Excellent communication and organisational skills. • Proven experience in account management and new customer acquisition. • Ability to develop and execute strategic plans. • Experience in managing and developing teams. 	<ul style="list-style-type: none"> • Knowledge of the AgTech market and industry trends. • Experience in the technology or software sector. • Understanding of budget and forecasting processes. • Previous experience in contract negotiations and implementation.

Key Behaviours	<ul style="list-style-type: none"> • Task-oriented with a focus on achieving agreed objectives and targets. • Ability to influence and collaborate with internal and external stakeholders. • Strong leadership skills to manage and develop team members. • Capable of prioritising and managing complex situations in a dynamic environment.
AB Agri High Performance Framework	<p>Our high-performance framework is a set of guiding behaviours which have been created with people from across our businesses to enable great performance across the organisation. The focus is on what you can do to demonstrate high performance in your role, as well as the behavioural inputs to assist you getting there.</p> <ul style="list-style-type: none"> • Pioneering – Curious, spirited and bold. We lead the right way. • Excellence – We seek excellence in all that we do. • Growth – We create ways for our people and customers to thrive. That's how we keep making a difference.