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**Job title:** Commercial Agronomist – Speciality Crop Industry Expert (West Coast North America)  
**Reporting to:** Commercial Manager (West Coast North America)  
**Salary:** Package commensurate with skills and market  
**Hours:** Permanent Full Time  
**Location:** West Coast of North America, with frequent travel  
1 Role with crop specific focus Wine Grapes and Apples

## Vision

Yamaha Agriculture Inc. (Yamaha Ag) envisions a future where the next generation inherits a healthier world, with food that is nutritious, abundant, affordable, and environmentally beneficial. Our mission is to ensure our grower customers are sustainable, profitable, and resilient despite resource constraints. We achieve this by delivering high-quality automation and precision solutions, built on deep partnerships, trust, reliability, and performance.

Since 2017, Yamaha Motor has invested in AgTech startups to support growers and expand our business. In preparation for the medium-term plan (2025-2027), Yamaha formed Yamaha Ag as a new division, leveraging the acquisitions of The Yield and Robotics Plus Limited.

Our initial focus is on serving the high-value specialty crop market in North America, with additional focus on select southern hemisphere regions such as Oceania (Australia, New Zealand) and South America (Chile, Peru, Brazil) to maximize product development and asset utilization through a dual hemisphere approach.

## Our Brand

At Yamaha Motor, everything we do is based on an unchanging, universal value – KANDO

Kando is the boundless excitement and deep satisfaction that enriches people's lives all over the world. It inspires us to design functional and emotional value into our products and services while enabling us to stay in tune with customers, empowering them to unlock their true potential.

We believe that by applying our core principles to robotics and artificial intelligence we can enhance lives more than ever before.

## Role

Yamaha Ag is seeking an Agronomist to help launch our North American team. As the Commercial Agronomist – Speciality Crop Industry Expert, you will play a pivotal role in providing expert industry advice and analytical insights. Your expertise and in-depth knowledge of the agriculture industry will be crucial in achieving our business objectives. This is a unique opportunity to contribute to the growth of our North American customer base, working closely with the Group CEO and teams in the US, Australia, and New Zealand.

You will be a highly motivated analytical thinker, willing to provide expert advice and insights. You will demonstrate leadership in delivering actionable recommendations and strategic insights. You thrive in a fast-changing environment and enjoy collaborating with peers to provide expert industry advice.

## Role Objectives

Working across our portfolio of automation and digitally enabled solutions as the **Commercial Agronomist – Agriculture Industry Expert**, your key objectives will be:

1. **Industry Expertise and Insight:**
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- Provide valuable industry insights and analytical advice to inform product development, sales, and go-to-market strategies.
  - Utilize your in-depth knowledge of industry incentives and grants to enable adoption of emerging technology.
  - Contribute to pricing models and product advancement discussions within Yamaha Ag based on thorough industry analysis.
- 2. Strategic Product Development Support:**
- Conduct comprehensive industry research and analysis to identify new business opportunities and market trends.
  - Assist in progressing product ideas through to implementation by contributing expert industry analysis.
- 3. Strategic Deal Support:**
- Deliver expert industry advice to support lead generation and sales processes.
  - Provide expert insights and support to the Group CEO and Commercial Team in evaluating and closing strategic deals.
  - Measure success by contributing to achieving sales targets, with a focus on profit margins and retention, based on your analytical advice.
  - Support the CRM system with industry-specific insights for efficient collaboration.

## Skills Required

To excel in this role, you should possess the following skills:

- 1. Agriculture Industry Experience (5+ years):**
- In-depth knowledge and experience in agronomy or crop production, specifically in the Wine Grape and/or Apples industry.
  - Proven success in providing expert industry advice and analysis to drive revenue growth while navigating complex business environments.
  - Expertise in fields related to automation, robotics, and data science within the agriculture sector.
  - Flexibility to thrive in a rapidly changing environment with an analytical approach.
- 2. Analytical Acumen:**
- Strategic mindset with a focus on applying analytical expertise to real-world issues and opportunities.
  - Demonstrated ability to leverage analytical skills and industry insights to drive informed business decisions and enhance product solutions.
  - Ability to translate industry requirements into robotics and artificial intelligence capabilities to be developed by Yamaha Ag
- 3. Strong Communication Skills:**
- Excellent communication skills with a focus on delivering expert industry advice and insights.
  - Ability to provide actionable recommendations based on thorough industry analysis.
  - Proven success in delivering expert analytical advice to stakeholders across various levels of the organization.
  - Strong written skills a must have.

## Success Metrics

- Deliver regular (monthly) industry insights to the business from thorough industry analysis and research.
- Contribute to achieving sales targets and customer retention rates based on expert industry advice and insights.
- Provide actionable recommendations and strategic insights to support the achievement of business objectives.
- Contribute to the development of product strategies and market positioning based on thorough industry analysis and expert advice.

## Qualifications

To be successful in this role, you likely have a Bachelor's Degree or Equivalent Experience and a relevant field of study or equivalent practical experience in Agronomy.

**Location and Compensation:**

- **Location:** West Coast of North America, with a focus on CA and WA.
- **Compensation:** Competitive package commensurate with skills and market standards.