



Job title: Commercial Manager - California
Reporting to: Group Chief Executive Officer
Salary: Package commensurate with skills and market
Hours: Permanent Full Time
Location: California (CA), with frequent travel

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 group company, leveraging the technologies 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.

Role

Yamaha Ag is seeking a highly motivated Commercial Manager to help accelerate our activities in California, initially focused on wine. As the Commercial Manager, you will play a pivotal role in driving growth through new client relationships. Your commercial acumen will be crucial in achieving our business objectives. This is a unique opportunity to build our North American customer base, working closely with the CEO and teams in the US, Australia, and New Zealand.

You will be a highly motivated systems thinker, willing to get hands-on. You will demonstrate leadership in both thought and action, with a strong drive to grow with the company and help establish a scalable sales model. You thrive in a fast-changing environment and enjoy collaborating with peers to solve problems. Most importantly, you will exemplify Yamaha Ag's core values with a priority on building trust and long-term relationships with our grower customers.

Role Objectives

Working across our portfolio of automation and digitally enabled solutions as the **Commercial Manager**, your key objectives will be:

1. Customer Engagement:

- Own and grow the relationship with the local customers, always building trust and credibility consistent with our core values.
- Promote the Yamaha Ag brand and product portfolio to increase awareness and build the sales pipeline.
- Closely interact with customers to identify market trends and core customer needs.
- Organize periodic visits with strategic partners and customers to ensure highly productive meetings for product development, marketing and executives.

2. Industry Expertise and Insight:

- Provide valuable industry insights and analytical advice to inform product development, sales, and go-to-market strategies.
- Utilize your in-depth knowledge of industry financing options that enables adoption of emerging technologies, including leasing, industry incentives and grants.
- Contribute to pricing models and product advancement discussions based on thorough industry analysis.

3. Generate Quality New Business Leads:

- Conduct research, network, and actively participate in industry events and trade shows.
- Measure success by establishing pipeline coverage and reducing sales cycles.
- Identify and implement best practices to enhance lead generation and sales processes.
- Keep the CRM system up to date for efficient collaboration.

4. Strategic Deal Closures:

- Engage with the Group CEO to close large strategic deals.
- Progress opportunities through to closure.
- Measure success by achieving sales targets, with attention to profit margins and retention.

5. Channel Management:

- Identify potential partners and actively participate in partner recruitment activities to expand our network and market reach, specifically targeting local dealers for Proprs.
- Explore options to develop relationships in other speciality crops such as table grapes, nuts, and tree fruit.
- Implement effective account management strategies for our distributors to ensure strong partnerships and maximize sales opportunities.
- Foster and maintain strong relationships with partners, providing necessary support and resources to drive mutual success.

Skills Required

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

1. Agriculture Industry Experience (5+ years):

- Experience in agronomy or crop production, specifically in the Wine Grape and/or Apples industry.
- Direct experience in fields related to automation, robotics, and data science.
- Flexibility to thrive in a rapidly changing environment.

2. Commercial Acumen:

- Demonstrated ability to leverage financial skills and industry insights to drive revenue growth and enhance product solutions.

- Proven success in balancing profit margins with customer retention goals while navigating complex business environments.
- Strategic mindset with a focus on applying business knowledge to real-world issues and opportunities.

3. Customer Relationship Building:

- Strong communication skills with a focus on consistency and industry knowledge.
- Strategic mindset with the ability to navigate complex business environments and solve real-world issues.
- Enjoyment in both developing new business and nurturing existing relationships throughout the sales cycle.
- Proven success in selling solutions to agronomists, processing/packaging distribution managers, farm-input suppliers, and on-farm managers.

Success Metrics

- Deliver regular (monthly) feedback to the business from interactions with customers, attending industry events and own research.
- Achieve sales targets from the customer base (base business plus expansion)
- Customer Retention rates and eNPS scores
- 100% delivery of customer success measures:
 - Quarterly review meetings,
 - End of season review meeting (where applicable), and
 - Product development insights

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 or Agribusiness.

Location and Compensation:

- **Location:** California
- **Compensation:** Competitive package commensurate with skills and market standards.