



**JOB TITLE** Regional Agronomist

**REPORTS TO** Agronomy Manager

**PURPOSE/SCOPE** Support our sales territories by delivering agronomic and product support to territory managers, dealers and customers. Serve as a resource to the Research and Agronomy team.

### **RESPONSIBILITIES**

1. Be the agronomic and ag technology expert for your assigned geography. Act as a resource to TM team by providing agronomic and sales support, including:
  - Make dealer/customer visits, ride-alongs and handle problem calls
  - Provide dealer/customer agronomic and product presentations and trainings
  - Plan Grower Observation plot locations and events
  - Attend field/plot events and trade shows
  - Maintain product placement and differentiation
  - Provide feedback on product lineup and competitive products
  - Develop industry relationships (University and company representatives)
2. Participate in Peterson Farms Seed's commercial customer-facing agronomic programs to showcase the company's deep agronomic commitment to helping farmers grow more bushels. These programs include:
  - Field Day/Local Training Events
  - Plus20 trial/testing sites with growers
  - Field Insight Trials and annual publication
  - Dealer Grower Observation plots
  - Post Harvest Dealer Training
  - Cup of Agronomy winter educational meetings
  - Agronomy content for marketing purpose
3. Participate in internal agronomy efforts which may include:
  - Identity-preserved and seed production management, including in-season stewardship and inspections
  - Miscellaneous contract research
4. Participate in the exploration/implementation of new technologies.

5. Participate and work with marketing and sales teams in the development of collateral to support the company's sales and marketing objectives.
6. Perform other duties as assigned.

**EDUCATION/TRAINING REQUIRED**

- BS in Crop Science or Agronomy
- At least two years Agronomy experience is preferred
- Product Development background is preferred

**EXPERIENCE REQUIRED**

- On farm experience
- Familiar with local farming practices
- Familiar with seed industry
- Theoretical / practical sales knowledge

**SUCCESSFUL CANDIDATE WILL POSSESS:**

- Excellent agronomic competency
- Strong written, oral and presentation skills
- Proven analytical skills
- Time management
- Self-Motivated
- The ability to demonstrate through action, Peterson Farms Seed's Core Tenets:
  - Integrity
  - Team Contribution
  - Excellence
  - Positive Attitude