



POSITION DESCRIPTION

Title: Beef Business Manager
Status: Exempt
Revised: February 2023

SUMMARY:

The Beef Business Manager (BBM) is responsible for the development of our beef x beef business with specific focus on the commercial sector. This will require building and maintaining relationships with large commercial cattle producers and artificial insemination breeding projects for the western Oklahoma and western/panhandle Texas area initially. BBM will work closely with commercial cattle producers to assist them in their efforts to improve the genetic & reproductive performance, cattle marketability and profitability. This will include organizing and executing large scale artificial insemination projects. As the team lead for the region, will be responsible for product and service promotion to assist producers with achieving herd management goals. Serve as a subject matter expert in reproduction, synchronization and artificial insemination technique. In addition, this position will be responsible for building a network of Independent Contractor Beef Sales Representatives (BSR) within the territory then in turn supporting them as they build their business.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Primarily responsible for assisting commercial cattle producers in development and implementation of genetic and reproductive herd management plans, in an effort to maintain and improve the genetic and reproductive performance of their operations. Overarching goal is to offer services as well as consultation to the producers regarding efficiently and effectively impregnating the herd, yielding an impressive return on their investment.
- Secondarily responsible for identifying and securing under contract Independent Beef Sales Representatives (BSR) that will correctly represent and sell our branded products and services to an assigned geography or client list. This will require training, assistance in marketing/selling, performance management and at times breeding project support.
- Cultivate strong working relationships with the commercial cattle producers, their veterinary and nutritional advisors to further farm profitability.
- Capable of developing large heifer breeding projects to efficiently meet herds breeding and calving schedules. Provide all services required to effectively execute a breeding project including sire selection, artificial insemination, shot protocol, and employee management to achieve desired results for the reproductive performance of the herd. Serve as an educated resource for reproductive, genetic

information and related issues. Provides key expertise to producers in support of overall herd development.

- This role will serve as another team member who is a subject matter expert for COBA's products and programs such as Agrarian, Herd Management Products, HerdFlex, GeneNET and CowManager®. Additionally, the BBM will be responsible for business development including lead generation, sales support, implementation and issues identification for these programs at commercial cattle operations within assigned territory.
- Responsible for scheduling, use and maintenance of the COBA breeding barn as part of the cooperative's investment in the commercial cattle business.
- The BBM will live in western Oklahoma or the panhandle of Texas. The BBM is assigned a specific territory for the purposes of efficiency of travel and development of relationships with commercial cattle producers. In addition, this role will be strategically geographically positioned to respond to pressing needs as well as be prepared and available to provide help and support in the assigned area/territory.
- Attend scheduled meetings with the area sales and service team, which are designed to be beneficial to the sales team and sales efforts of the cooperative. Attend other relevant management and staff meetings, providing information and educational resources.
- Through constant study, analysis and research concerning bovine reproductive systems, the BBM serves as a trusted and informed advisor to the producer regarding their individual herds.
- Stay abreast of the latest information and skills involving reproductive matters—this includes, but is not limited to, attending all related Select Sires reproductive conferences.
- Provide leadership to BSR's and District Sales Manager's (DSM) to further develop client/customer base and beef industry knowledge.
- Must review all Hazmat training materials and pass an examination every three years. Maintains Hazmat protocols as set forth by the company.

QUALIFICATIONS:

- Associates or Bachelor's degree in Animal Science, Agricultural Sciences or related field is desirable. Past proven experience in the field of reproductive management is also a preferred competency.
- Demonstrated previous consultancy experience is considered beneficial in achieving success in this role.

- Proficiency with various business software applications (email, MS Office products, and CRM systems) is critical and exposure to industry specific software such as management programs or herd management applications is advantageous.
- Demonstrated ability to communicate, both verbally and in writing, with fellow employees, producers, and external vendors in a professional, articulate, and respectful manner.
- The position requires a highly motivated and organized individual that is willing to diversify and multi-task. Detail oriented and organized with the ability to work with multiple producers independently and within a team structure. Follow through and responsiveness are also critically important.
- Able to prioritize and regularly re-prioritize producers' files based upon business demands in the midst of multiple requests from various entities. Possess a strong commitment to customer service and adherence to deadlines and expected delivery dates.
- Essential to possess a passion and desire to continuously improve their skills and work productivity.
- Ability to converse in both English and Spanish is a highly valued skill. Minimal bilingual language skills are helpful in communicating with clients/customers and their staff.
- Comfort in working in a small company atmosphere at a fast pace. Additionally, this position requires self-initiative and receives little direct supervision.
- Serving in a customer advisory capacity, this role requires the possession and maintenance of a valid driver's license. In addition, the BBM must maintain a safe driving record and adhere to all company policies set forth regarding operating a motor vehicle in both a sales and service capacity.
- Physical requirements for this role shall include possessing the ability to bend, stoop, kneel, crouch, climb, lift, and carry up to 100 pounds on a regular and/or occasional basis.

This position description is intended to be dynamic and subject to change. Position requirements and essential functions may be altered from time to time based upon the needs of the organization and department. This position may be required to execute special projects or other related duties on occasion.