



## Capabilities needed

Competencies of the YAGRO leader based on shifting from start up to scale-up; interfacing with a parent organisation; and the associated cultural differences.

### Commercially savvy

- A natural when it comes to understanding market dynamics and spotting opportunities for business development.
- Ability to capitalise on these opportunities, drive revenue growth and enhance YAGRO's market reputation and position

### Sales leadership

- Possesses strong sales capability, mindset, and leadership skills to drive the sales and commercial focus of the business.
- Motivated and driven to ensure that sales targets are not just met but exceeded, contributing to YAGRO's overall success.

### Relationship building

- Excels in building and nurturing relationships with key stakeholders, including Frontier, customers, and partners. Able to cultivate strong partnerships to enhance YAGRO's reputation and drive collaborative growth.

### Financial acumen

- Has a solid grasp of financial management principles and use this knowledge to make sound business decisions

### Strategic visionary

- Has a knack for seeing the big picture and crafting a clear roadmap for the company's growth.
- Inspires the team and guides the business towards achieving its goals

### Innovation drive

- Has a passion for innovation
- Constantly seeking ways to improve products, processes, and customer experiences.
- Has an innovative mindset
- Keeps the company at the forefront of technological advancements in the agri-tech sector.



### Team empowerment

- Empowers team members to reach their full potential.
- Fosters a collaborative and supportive work environment where everyone feels valued and motivated to contribute to the company's success.

## MD Requirements

- Ideally deep understanding of and/or significant curiosity about /agility to adapt to/the farming sector, including knowledge of agricultural practices, market dynamics, and regulatory environment.
- Strong commercial capability, with the ability to develop and implement effective business strategies.
- Excellent sales and selling capability to attract, grow and develop outstanding customer and third-party relationships that quickly translate to revenue and profit growth.
- Proven experience in a senior leadership role, preferably as CEO/MD or in a similar capacity, within the agri-tech or related industries.
- Demonstrated track record of successfully guiding companies through growth and transition phases, particularly from start-up to scale-up.
- Solid financial acumen and experience in financial management, budgeting, and forecasting.
- Excellent communication and interpersonal skills, with the ability to inspire and motivate teams, build relationships with stakeholders, and represent the company effectively.
- Entrepreneurial mindset with a passion for innovation, technology, and sustainable agriculture.
- Bachelor's degree in business administration, agriculture, engineering, or related field; advanced degree or MBA preferred.

