



Job description

Optiflux is looking for a highly motivated Business Developer that wants to create global impact to join our team and steer on our aim to build up a sustainable portfolio of customers, driving market adoption, serviceability, and profitability.

As a Business Developer at Optiflux you will play a pivotal role in driving our growth and expansion strategies. You will be responsible for identifying new business opportunities, forging strategic partnerships, and driving revenue growth in alignment with the company's goals and objectives. Working closely with the executive team, you will contribute to the development and execution of our business development roadmap.

Responsibilities

Market Research and Analysis: Conduct in-depth market research to identify emerging trends, market gaps, and potential opportunities within the Agtech sector. Identify potential customers in the target markets and conduct appropriate research into the potential customer's business and equipment needs. Analyze market data and competitor activity to inform strategic decision-making.

New Business Development: Identify, prioritize, and pursue new business opportunities, including partnerships, collaborations, and joint ventures. Build and maintain relationships with key stakeholders, including farmers, distributors, industry associations, and government agencies.

Strategic Partnerships: Develop and nurture strategic partnerships with industry players, technology providers, and research institutions to enhance our product offerings and expand our market reach. Negotiate and finalize partnership agreements that align with our business objectives and deliver mutual benefits.

Sales and Revenue Generation: Drive revenue growth through proactive sales efforts, including lead generation, prospecting, and pitching our products and services to potential clients. Develop customized solutions tailored to meet the specific needs and challenges of our target customers.

Market Expansion: Identify and evaluate opportunities for geographical expansion into new markets. Develop market entry strategies and establish a presence in key regions through partnerships, distribution channels, and direct sales efforts.

Reporting and Analysis: Track and report on key performance metrics, including sales targets, pipeline development, and partnership ROI. Utilize data analytics to evaluate the effectiveness of business development activities and identify areas for improvement.



Qualifications

- Proven track record of success in business development, sales, or related roles in the AgTech industry.
- Strong understanding of the agricultural practices, technologies, and market dynamics.
- Excellent communication, negotiation, and relationship-building skills.
- Strategic thinker with the ability to identify and capitalize on market opportunities.
- Results-oriented mindset with a focus on driving revenue growth and achieving targets.
- Able to work independently and collaboratively in a fast-paced entrepreneurial environment.
- Excellent verbal and written communication skills in English, any additional language of Spanish, German, Italian, French, is a plus.
- Proficient in MS Office Suite and CRM Software.
- Willingness to travel, mainly in Europe, up to 30% of your working time.
- Driving license B.

Benefits

- A market aligned salary including company car and fuel card and performance-based incentives.
- Flexible work schedule and remote work options.
- Opportunities for professional development and career advancement.
- Dynamic and inclusive work culture with a focus on innovation and collaboration.

Apply now!

Join us in our mission to transform the future of agriculture and make a meaningful impact on the world. Apply now to become a part of the Optiflux team! To apply, please send your resume and cover letter to jobs@optiflux.world.