



CRV USA

2418 Crossroads Drive, Suite 2300, Madison, WI 53718

P: 608-893-8106 E: INFO@crv4all.us

BETTER COWS > BETTER LIFE

WWW.CRV4all.us

POSITION DESCRIPTION

Genetic Consultant – CRV USA
and NE Iowa

Location: SE Minnesota

(with travel throughout designated territory)

POSITION SUMMARY

CRV USA is seeking a sales-driven **Genetic Consultant** to grow and support our presence in Minnesota. This role is responsible for driving semen sales, expanding market share, and developing profitable customer relationships while delivering data-backed genetic consulting to help producers improve herd performance.

The ideal candidate is a motivated sales professional with strong dairy knowledge—someone who can confidently sell CRV genetics, and identify customer needs through consultative selling. This role is essential to advancing CRV’s mission of “**Better Cows > Better Life**” and accelerating growth across the U.S. market.

The candidate actively supports CRV’s Mission and Cultural Values—**Transparency, Accountability, and Collective Ownership**—and operates in alignment with CRV USA’s Core Competencies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Sales, Territory Growth & Customer Development

- Drive semen sales as the primary revenue responsibility across the assigned territory.
- Prospect, qualify, and onboard new customers to expand CRV’s regional market share.
- Maintain strong relationships with current accounts to increase product adoption and loyalty.
- Travel throughout the territory to actively sell CRV genetics, breeding programs, and services.
- Identify cross-selling opportunities for semen and CRV breeding programs.
- Achieve or exceed semen sales targets and performance metrics.
- Manage expenses, inventory and accounts receivable and company assets within reasonable guidelines.

Consultative Sales and Support

- Apply a consultative sales approach focused on understanding customer goals and aligning CRV solutions with long-term herd objectives.
- Present CRV genetics, dashboards, and herd-improvement tools using data-based selling, not transactional pitches.



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- Conduct follow-up visits, training sessions, and herd reviews that reinforce purchasing decisions and demonstrate ROI.
- Support on-farm staff in implementing breeding and management programs to ensure consistent results.
- Ability to ID her performance trends using on farm softwares and technologies

General and Administrative

- Prepare timely sales reports, forecasts, and performance summaries for management.
- Attend sales meetings, trainings, and industry events representing CRV professionally.
- Ensure safe handling, storage, and delivery of AI products and equipment.

PREFERRED QUALIFICATIONS

Education:

- Bachelor's degree in Animal Science, Dairy Science, Ag Business, or related field preferred; or equivalent experience.

Experience:

- 3–5 years of sales experience in dairy genetics, AI, reproduction, or related herd-management fields.
- Proven ability to grow territory sales, close new business, and build long-term customer relationships.
- Experience analyzing dairy herd data strongly preferred.

Core Competencies:

- Customer Orientation
- Results Orientation & Sales Focus
- Teamwork and Collaboration
- Integrity and Accountability
- Market Awareness
- Reliability and Safety Mindedness



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Additional Attributes:

- Highly self-motivated, organized, and capable of working independently.
- Strong communication skills.
- Genuine passion for cows, genetics, and helping customers succeed.

PHYSICAL REQUIREMENTS

- Ability to sit, stand, bend, kneel, and lift up to 50 lbs.
- Frequent on-farm work in large-animal environments.
- Use mobile devices and digital tools for communication and reporting.
- Travel up to 90% within the territory.

ABOUT CRV USA

At CRV, we believe **better cows lead to a better life**—for producers, their herds, and the future of dairy. We provide top-quality genetics, innovative breeding solutions, and personalized herd-management insights to help dairy operations build healthy, efficient, and profitable herds in a sustainable way.

WORK LOCATION: SE Minnesota and NE Iowa

REPORTS TO: General Manager, CRV USA Holdings, Inc.

STATUS: Exempt

APPLY: To apply, please send your resume to jim.engel@crv4all.us, wander.de.wolde@crv4all.com, Dominique.lettenga@crv4all.com