



Position Description

Title: Genetic Consultant

Date of Issue: April 2024

POSITION SUMMARY

CRV is seeking a Genetic Consultant/Sales Representative to cover Southern Wisconsin. The successful candidate will bring experience in building relationships and driving sales, while exhibiting a passion for cattle genetics. This position will play a vital role in our mission to improve and provide superior dairy and beef genetics. You will be responsible for promotion of the CRV line up of genetic products and services while creating and maintaining client relationships. The position will serve Southern Wisconsin.

The ideal candidate actively supports CRV's Mission and Values and displays behavior consistent with CRV USA's Core Competencies as listed below.

ESSENTIAL DUTIES AND RESPONSIBILITIES

General Duties and Responsibilities

- Develop and execute sales strategies for a designated market to achieve individual and team goals.
- Identify and engage with potential clients.
- Understand and assist with implementing reproductive strategies.
- Present CRV's genetic and product solutions highlighting how they can best serve the client.
- Build and maintain strong relationships with clients while addressing their concerns and providing ongoing support.
- Collaborate with internal teams to stay up to date with all information and provide insights and feedback from the field.
- Ability to knowledgeably and safely handle liquid nitrogen.
- Safely and responsibly operate and handle CRV vehicles and AI storage containers following all company regulations.

Other Functions and Responsibilities

CRV USA places a high level of importance on the teamwork approach and a willingness to perform duties which may not necessarily be included in this job description.

QUALIFICATIONS

Core Competencies

- Customer and results oriented.
- Understands job expectations and takes action without being prompted.
- Works independently in a professional, customer centered reliable manner while taking personal responsibility for assigned duties. Can also pivot to support a team environment.
- Generates original ideas and develops innovative solutions to help grow the business.
- Encourages flow of information, shares information and displays active listening.
- Flexible and adaptable to changing priorities and assignments. Willingly embraces start-up environment and maintains market awareness.
- Highly organized and focused.



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- Maintains confidentially at all times.

Position Specific Competencies

- Excellent reliability and ability to maintain a consistent schedule.
- Ability to act with integrity and in the combined best interested of CRV and the client.
- Displays a passion for cows and business activities related to successful farming. A passion we share with farmers worldwide.

JOB SPECIFIC QUALIFICATIONS

- Bachelor's degree or equivalent work experience in Animal Science, Genetics, Agriculture or related field.
- Proven sales experience within the agricultural industry and knowledge of animal genetics and breeding is preferred.
- Ability to travel within assigned area.
- Willingness to be coached and to learn from others for professional improvement.
- Proven ability to build, establish and develop relationships within the CRV teams and our customers.
- Successful track record of working independently to meet/exceed team goals while performing in a trustworthy, reliable manner.
- Ability to effectively communicate and develop relationships with people in a wide variety of settings within CRV as well as producers/clients.
- Foster an environment of collaboration and integrity with staff to ensure customer satisfaction and timely delivery of product.
- Maintain a valid drivers license.

PHYSICAL REQUIREMENTS

This job requires the incumbent to:

- Sit, stand, bend, kneel and lift on a regular basis.
- Use a keyboard regularly.
- Work in large animal care environments and to demonstrate product use on dairy farms and their resident herds.
- Speak and listen in person and on the phone.
- See mid, near and far range.
- Ability to lift and/or move physical inventory weighing up to 50 pounds.
- Speak, write, and read fluently in English.

WORK LOCATION: Southern Wisconsin
SUPERVISED BY: Team Leader
SUPERVISES: This position does not provide direction to subordinate staff.
STATUS: Non-Exempt

Please submit a resumé in application to info@crv4all.us.