

Market & Customer Intelligence Manager

Would you like to turn market knowledge into better business decisions? In this role, you will build our customer and market intelligence capability and translate insights into recommendations that shape market strategy, innovation, portfolio development and pricing. You will report to the Head of Market Strategy & Innovation.

Your key responsibilities

- You lead market and competitor analysis, customer research, profiling and segmentation across regions.
- You combine credible internal and external sources to identify customer needs, opportunities and risks.
- You shape, own and develop the market intelligence database, defining its structure, priorities and update processes while ensuring data quality, consistency and compliance.
- You deliver actionable recommendations for market strategy, portfolio development, pricing, innovation and go-to-market planning.
- You drive adoption and translate intelligence into practical tools that support sales prioritization, customer targeting and engagement.
- You build cross-functional alignment, constructively challenge assumptions and drive adoption so insights inform decisions and commercial action.
- You establish practical tools, methods and standards that strengthen the organisation's intelligence capability and evidence-based decision-making.
- You lead intelligence initiatives and external partners from scoping to delivery, managing milestones, anticipating issues and taking accountability for outcomes and quality.
- You present clear insights and recommendations to senior stakeholders.

 This is a hybrid role based in Belgium, Germany, France, the United Kingdom, Denmark or the Netherlands with flexibility to travel to our headquarters in Tienen, Belgium, as required.

Your profile

- You have a Master's degree in Marketing, Business, Economics, Data Science, or a related field and have at least 10 years of experience in market data and research.
- You have deep knowledge of the seed industry, including market dynamics, product positioning, channel structures and grower economics. Equivalent expertise in comparable industries is also welcome.
- You have demonstrated experience designing qualitative and quantitative research and developing actionable customer profiles and segmentation.
- You have experience shaping and owning a market intelligence database, including business requirements, data governance, processes and quality standards.
- You independently drive initiatives from scoping to actionable outcomes, with strong project and change management skills and consistent follow-through.
- You are able to build alignment and influence across functions without formal authority, combining constructive challenge with openness to different perspectives.
- You have strong analytical skills and experience with PowerBI, Tableau, Excel or similar tools, alongside an understanding of macroeconomic and geopolitical trends affecting markets.
- You communicate clearly, translate complex findings into practical business recommendations and bring a commercial mindset.
- An excellent command of English is essential; additional languages (e.g., French, German, Dutch, ...) are a strong asset.

Our offer

A high-impact role at the intersection of data, strategy and commercial execution. You will work with passionate colleagues across functions and countries.