

Area Manager – Middle East & Central Asia

As Area Manager for the Middle East & Central Asia regions, you will be responsible for the commercial development, market expansion, and business performance of the UBS seed portfolio across Iran, Iraq, Syria, Kazakhstan, Kyrgyzstan, Uzbekistan, and Azerbaijan. Do you have strong commercial leadership and market development capabilities, and the ability to manage complex business models across multiple countries? We'd love to hear from you!

Your key responsibilities

Commercial leadership & execution

- You translate regional commercial strategy into country-level action plans and commercial priorities.
- You deliver annual sales targets (volume, value, margin) for the assigned countries.
- You lead tender business activities where applicable, including preparation, pricing strategy, and partner coordination.
- You implement UBS's portfolio strategy, product positioning, and brand development across markets.
- You develop market entry strategies for new markets and expansion plans for existing markets.
- You coordinate product launches, demonstrations, and portfolio introduction in cooperation with technical and product teams.
- You ensure pricing strategy implementation aligned with regional pricing guidelines and market positioning.
- You identify new business opportunities, crops, and market segments for growth.

Performance management & tracking

- You develop annual sales budgets and rolling forecasts for all assigned countries.
- You monitor sales performance, pipeline development, and order intake across markets.
- You track market share development and competitor activities.
- You provide regular sales forecasts and market intelligence to regional management.
- You analyze performance gaps and implement corrective action plans.
- You support long-term strategic planning with market insights and business opportunities.

- You ensure proper reporting from distributors and partners.
- You monitor profitability and pricing performance across markets.

Team leadership & capability building

- You coordinate and lead local teams, technical staff, or commercial representatives where applicable.
- You support recruitment and development of local employees in strategic markets.
- You manage and coordinate distributor sales teams through training, joint visits, and business planning.
- You develop distributor capabilities in product positioning, agronomy value selling, and customer segmentation.
- You ensure strong collaboration between distributors, technical teams, and product management.
- You promote a performance-oriented and market-driven culture across the region.
- You provide leadership in complex markets, especially in tender-driven and strategic markets.


Customer & stakeholder engagement

- You build and maintain strong relationships with key distributors, industrial partners, sugar factories, institutes, and key customers.
- You represent UBS in the region towards customers, partners, and relevant authorities where necessary.
- You support negotiation of long-term agreements with distributors and key accounts.
- You participate in industry events, trade fairs, and customer events, and ensure strong market presence through customer visits, field days, and demonstration activities.

- You gather market intelligence and customer feedback and translate this into business opportunities and portfolio improvements.
- You support development of strategic partnerships in key markets.

Your profile

- You have a background in agronomy, preferably in sugar beet. Experience in the seed industry is a big plus.
- You have 3 to 5+ years of sales experience, specifically in the seed or crop protection sector.
- You have proven experience and a strong network within the Middle Eastern and Central Asian markets. This includes an understanding of local regulations, buying behaviors, and industry standards.
- You're fluent in English (essential). Proficiency in other local languages is a significant competitive advantage.
- You're willing to travel frequently. The role typically requires extensive international travel (often 30 to 50%) to visit customers, attend trade shows, and oversee regional operations.

 For this role, we're looking for someone based in Türkiye.