

United Beet Seeds (UBS), headquartered in Belgium, specializes in all aspects of sugar beet seed research, production, processing and commercialization. We leverage our combined strengths, extensive expertise and a shared passion of over 900 employees worldwide, to expand opportunities for growers and industry in the global beet and chicory seed markets. UBS has a strong focus on innovation and quality, resulting in high-performing and sustainable varieties.

Strategic Project Manager & Sales Development CIS

Do you want to speed up our growth in the CIS markets (Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan and Uzbekistan) and shape the commercial practices our whole sales organization runs on, from go-to-market to CRM? This role is the perfect challenge for an experienced project leader who likes commercial work, speaks fluent Russian, and doesn't let actions or deadlines slip. You'll have a lot of autonomy, direct access to sales leadership, and real influence on how United Beet Seeds goes to market.

What you will do

Drive CIS sales development (+- 50%)

- Build and maintain a sales development plan for each country, covering market size, competitive position, customers, channels, product fit (including our premium technology segments, today and in the future) and price.
- Support the Russian team in preparing and running each campaign, focusing on value over volume and a fair share of premium technology segments.
- Find and qualify growth opportunities in the smaller CIS markets: new distributors, sugar factories, grower groups, registrations and trials.
- Agree on annual volume, price and margin targets with local teams and distributors, within the frame set by the Executive Director Sales, and follow them through the campaign.
- Coordinate Sales, Supply Chain, Product Management, Regulatory and Finance so that registrations, seed availability, logistics and payment terms support the plan.
- Build closer alignment on key processes and ways of working between the Russian team and our headquarters, especially in Sales.

Shape corporate sales best practices (+- 30%)

- Go-to-market: define and roll out a common approach across countries, covering segmentation, customer value propositions, channel roles, pricing discipline and the annual sales planning cycle.
- CRM practices: define how UBS manages its customers, including account plans, pipeline, visit and contact management, data ownership, review rhythm and sales force efficiency tracking.
- CRM implementation: lead the CRM tool project end to end, from requirements and vendor selection to design, ERP (Sage) interfaces, data migration, training and adoption.
- Commercial excellence: run targeted projects that lift sales performance, such as pricing and margin management, key account management, sales force effectiveness, and sales KPIs and dashboards.
- For each project, build the business case, secure sponsorship, drive adoption in the countries and measure results.

Deliver initiatives with discipline (+-20%)

- Run every initiative as a proper project, with a charter, scope, owners, milestones, budget, risks and decision gates.
- Track progress closely and report to sponsors and the Project Board, in line with the Strategic Portfolio Management Office (SPMO) and Product Portfolio Management (PPM) standards.
- Escalate early when deadlines, resources or decisions slip, and bring a clear plan to get back on track.
- Keep the portfolio coherent, with no duplication, clear priorities and a realistic load on the countries.
- Close projects properly, with results against the business case, lessons learned and handover to the line organization.

What you bring

- Fluent Russian and fluent English (spoken and written) are required. French, German, Dutch or a regional language (Kazakh, Uzbek, Azerbaijani) are a plus.
- A master's degree in business, engineering, economics, project management or a related field, or equivalent experience.
- 7+ years of experience in leading complex, cross-functional projects to delivery in an international organization. PMP, PRINCE2, IPMA or similar certification is a plus.
- Experience running sales, commercial or business development projects, ideally including a CRM rollout or a similar commercial process change (customer experience or customer intimacy).
- Rigor: you follow up relentlessly on actions, deadlines and commitments, and your figures, plans and reports are precise.
- Compliance awareness: a sound understanding of sanctions and export-control constraints when doing business in the region.
- Clear written and spoken communication across cultures and levels, from distributors to the executive team, and the ability to frame clear decisions.
- Strong analytical ability and confidence with project, reporting and CRM tools (Microsoft Dynamics, Salesforce or similar).
- A willingness and ability to travel regularly to the CIS region, including Russia, when UBS assesses travel as safe.
- Some understanding of crops or agriculture is a plus. No sugar beet experience is needed.

UBS

Are you the person we are looking for?

Send your resume and motivation letter to:
recruitment@unitedbeetseeds.com

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