



PRODUCT MANAGER

Artex Barn Solutions, an innovative and fast growing player in the dairy barn equipment industry is seeking a full time Product Manager for developing and launching a new product line.

Artex Barn Solutions has planned and started the development of a new product solution which focuses around a suite of smart equipment in the barn, a range of sensors and methodologies to collect data as well as apps and dashboards for reporting to farmers.

Major Purpose:

Own the high-level planning, development and execution of a new solution product line. Work with company stakeholders to fully define the reach of new solution. Be well connected to the dairy farming market to research and define opportunities. Research and connect with partners. Ensure that new solution aligns with company direction and goals. Ensure alignment among all stakeholders, i.e., top management, software developers, technology partners, knowledge partners, sales, marketing, etc. Work closely with marketing team on the promotion strategy to the market. Define Go-to-Market and Release strategies. Compile information for new solution and assist with creation of product documentation.

Major Duties:

- Define and continue to develop the solution specifications and parameters
- Develop a proposed business model including pricing strategies
- Work closely with Artex sales team, dealers and farmers to research, gather and define solution opportunities
- Identify and evaluate potential solution partners as well as maintain strong relationship with chosen partners
- Work closely with a development team to assure professional deployment of the product specifications
- Responsible to oversee solution component testing
- Regular alignment and communication with all stakeholders
- Propose and roll out product/solution release strategies
- Feed the marketing function with relevant material to help create marketing strategy



- Feed the support document function with information required for professional sales and product support documentation
- Define and manage beta farm and testing sites
- Define, document, and communicate objectives, requirements and constraints for new solution initiatives and releases

Professional Qualifications:

- Good understanding of the dairy industry
- Experience as a product manager in the dairy industry
- Experience in developing and managing projects with the requirement for reporting
- A solution focused track record
- Understanding of software system development is an asset
- Understanding of communication and data monitoring technologies is an asset
- Experience with marketing and promotion strategies is an asset
- Excellent written and verbal communication skills
- Excellent computer and standard software program knowledge
- Inventive individual with experience launching a new platform from the very beginning through product launch

Interested candidates should email their resume as well as an indication of their unique qualifications for this position to artexjobs@artexbarn.com. No telephone calls please.