

MILLAR CAMERON

PEOPLE · PASSION · PERSISTENCE

MYAGRO
CHIEF COMMERCIAL
OFFICER



CHIEF COMMERCIAL OFFICER MYAGRO

ABOUT MYAGRO

myAgro is an award-winning non-profit social enterprise based in West Africa. They have pioneered a mobile savings model that allows farmers to invest their own funds in high-quality seed, fertilizer, and agricultural training to increase their harvest and income by 50-100%. myAgro's purpose is to empower one million farmers to increase their incomes by \$1.50 per day by 2025 and lift themselves out of poverty.

CHIEF COMMERCIAL OFFICER MYAGRO

THE ROLE: CHIEF COMMERCIAL OFFICER

MAIN RESPONSIBILITIES:

Reporting into the Chief Operating Officer, the Chief Commercial Officer will design and realise myAgro's mission to serve one million farmers in West Africa.

The successful candidate will define the partnerships and strategies required to deliver myAgro's innovative model at scale. They will also be responsible for developing members of staff and hiring new team members to reach these objectives.

The Chief Commercial Officer will drive myAgro's values to deliver a consistent, superior customer experience across every customer touchpoint. They will combine a relentless customer focus with solid experience in scaling rural sales organisations to deliver a differentiated operating model which focuses on creating customer value across multiple sales channels, moving bottom of the pyramid customers towards self-serve and delivering engagement, loyalty and happiness.



CHIEF COMMERCIAL OFFICER MYAGRO

TITLE:

CHIEF COMMERCIAL OFFICER

REPORTING TO:

CHIEF OPERATING OFFICER

LOCATION:

DAKAR, SENEGAL

TRAVEL:

RURAL AREAS ACROSS SENEGAL,
MALI AND TANZANIA

THE ROLE: CHIEF COMMERCIAL OFFICER

DIMENSIONS OF THE ROLE:

Sales Strategy

- Create the vision for and clearly articulate the sales and commercial strategies to achieve myAgro's goal of serving one million smallholder farmers by 2025
- Lead the development of, and execution against, annual customer and revenue growth plans
- Build and scale a world-leading sales organisation - from management to front line Village Entrepreneurs and Call Center Agents - to reach and serve smallholder farmers efficiently and effectively
- Visualise and build the powerful partnerships needed to deliver the sales strategy
- Define, build, test and refine the sales models for new country expansion
- Design and lead the execution of the marketing and customer experience strategies
- Be a champion for farmer insight and showcase outstanding collaboration with agriculture, R&D, technology and other cross-functional partners to bring the best approaches to serve our customers

Sales Execution

- Through the VP Sales, lead the multi-country sales organisation to consistently achieve results
- Leverage data analytics to drive focused execution
- Collaborate effectively with agriculture, technology, supply chain and country operations to ensure alignment and high-quality execution

Sales Operations Planning & Execution

- Lead the team designing and executing the detailed annual sales calendar (field team training, meetings, reporting, farmer enrollment, payments, delivery etc.)
- Build and rigorously implement the systems, tools and processes to deliver on sales objectives across the multi-country sales organisation (including call center)

Sales Team Management

- Design and scale the current sales organisation
- Working with the VP Sales, build deep sales capabilities within the sales team
- Create a team culture that's positive, motivating, and performance-driven

HOW TO *APPLY*

To apply for the position, please ensure that you have the following skills and experience:

- Over 15 years of experience leading sales teams, with a minimum of five years' leading regional/multi-country sales organisations
- Deep experience in scaling up multi-channel sales organisations
- A keen understanding and experience in serving customers in West Africa, ideally those at the bottom of the pyramid
- A strong network in the region and knowledge of how to build partnerships for scale
- Highly entrepreneurial
- Analytical with strong problem solving skills matched by deep people management experience
- Fluency in English and a good knowledge of French

Please send your CV and contact details to Victoria Bowden who will contact you to discuss your application in more detail.



Contact: Victoria Bowden

Tel: +442038000935

Email: victoria.bowden@millarcameron.com



WHO ARE MILLAR CAMERON

FINDING THE PEOPLE WHO MAKE THE DIFFERENCE

A SEAMLESS JOURNEY

Founded in 2007, Millar Cameron is an executive and professional search consultancy that focuses on Africa and other emerging markets.

Our goal is to provide client-centric, tailored executive search, recruitment and strategic advisory. Our international reach paired with local market knowledge enables us to provide our clients outstanding leaders who deliver consistent results, irrespective of geography.

We employ a rigorous research driven search process to identify the best fit for our clients, taking into account both hard and soft skill sets.

Our extensive experience yields a robust approach to market intelligence and a longstanding network of global relationships.



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