



## **DIRECTOR, MARKETING – FEED**

USB is seeking an individual to join the Strategy team as Director, Marketing – Feed. This individual will focus on animal agriculture and aquaculture industries and end uses to expand the visibility, utilization, and reputation of soybeans, soybean meal, soybean oil, and other soybean products for the benefit of U.S. soybean farmers. This individual will also develop strategies and provide leadership and support for Board committees and internal team workflow.

### **Responsibilities:**

- Execute and maintain an integrated, organization-wide strategic plan to achieve a preference for U.S. soybean investments, as determined by the USB Board members and the Vice President of Marketing.
- Provide marketing support across all aspects of go-to-market strategy, planning, process optimization, and enablement.
- Lead industry feed marketing advisory groups and the Animal Nutrition Working Group.
- Coordinate and manage all technical details of marketing projects exiting the innovation funnel in preparation for launch.
- Provide leadership to the internal team’s workflow development through voice-of-the-customer insights, leading to the development of new or expanded soybean innovations.
- Lead a small project management team for feed/animal ag. R&D pipeline and marketing outcomes.
- Manage project-specific communication in alignment with various communication strategies to enhance the value chain and improve soybean farmer profitability.

### **Required Experience and Qualifications:**

- Bachelor’s degree in animal science or a related field.
- Master’s or Ph.D. degree in a related field (preferred).
- 5-10 years of experience in the animal agriculture industry, nutrition, health, marketing, sales, R&D product development, or technical services.

### **Salary and Benefits:**

- Competitive salary based on qualifications and experience.
- Health, vision, and dental insurance.
- Competitive retirement plan.

