



For our location in **Marktberdorf** we are looking as soon as possible for a

Digital Product Manager (m/f/d) **Global Customer Relationship Management**

(Ref. 76689)

Your tasks:

- Implementation of global product strategies in order to achieve value delivery and long term strategic goals based on agreed global or regional value streams and epics
- Develop and deliver product visions and strategies in alignment with company strategy to exceed customer expectations
- Close alignment with internal and external stakeholders considering trends in markets and competitions as well as evolving business models and technologies
- Work collaboratively with global and regional functions identifying, aligning and communicating with relevant stakeholders agreeing on the evolving roadmap and product backlog prioritization
- Representing the customer/dealer needs and their continuous feedback developing innovative solutions in order to deliver best in class customer experience

Your profile:

- M.SC and/or B.A./B.E. in business or engineering subjects
- 5+ years of experience in related field (CRM etc.)
- Working experience as Product Owner/Manager (e. g. using Business Model/Lean Canvas, Value Proposition Canvas, Empathy map etc.)
- Ideally experience with Salesforce, CRM and Marketing Automation
- Preferably experience in agile/lean environments (Scrum, Kanban and SAFe)
- Ideally familiarity with the technical, operational, legal and regulatory environments within which the products operate
- Entrepreneurial spirit coupled with good negotiating skills as well as excellent analytical and problem solving skills
- Fluent in German and English
- Willingness to travel up to 50%



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