



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

## **Digital Product Manager (m/f/d)** **Global Marketing Automation & Campaign Management**

(Ref. 76228)

### **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
- Ambassador of our digital and agile transformation

### **Your profile:**

- M.SC and or B.A./B.E. in business or engineering subjects
- 5+ years of experience in related field (Marketing, Campaign Management 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)
- Excellent communication and stakeholder/expectation management skills
- Ability to articulate product requirements to cross-functional teams
- Strong functional leadership ability, forward thinking skills, capable to adapt and work under pressure
- Fluent in German and English
- Willingness to travel up to 50%



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