



The Information Platform for Agriculture

Job Description

Job Title: Technical Account & Product Support Lead	Date: February 14, 2025
Reports To: Director of North American Swine	FSLA Status: Exempt - Base Salary + Bonus Plan
Location: Hybrid or remote – Midwest with ability to travel	Base Salary Range \$100,000 - \$140,000

Summary/Purpose:

We are seeking a highly motivated and customer-focused industry domain expert to join the MetaFarms team. You will work closely with the sales, client success, and product teams to ensure exceptional customer experience, bridging the gap between product capabilities and customer needs.

The role requires a deep understanding of the swine industry and be connected throughout the ecosystem to guide prospects through the technical aspects of the products. The ideal candidate will combine strong industry knowledge with exceptional communication, analytical proficiency and sales skills.

Key Responsibilities:

- Work hand in hand with Sales Account Advisors / Client Success equipping them with knowledge to understand and sell the MetaFarms Platform solutions.
- Play an integral role in product demonstrations, trials, and gap analysis throughout the sales process.
- Using industry domain expertise, provide training and guidance to customers on product functionality, best practices, and system optimizations.
- Works with Product Manager and Sales Director to assist in road mapping efforts to maintain a prioritized list of resource allocations Business Solution Specialists can execute on.
- In coordination with Product Manager and Sales/Marketing, provide subject matter and industry expertise guidance for product positioning and technical functionality.
- Gather customer feedback and relay product improvement suggestions to the development and product teams.
- Maintain up-to-date knowledge of company products, industry trends, and competitor offerings.
- Proactively engage with clients to provide regular updates, training, and best practices that drive product adoption and usage.
- Provide continuous companywide training on all solutions to expand the knowledge base of the MetaFarms platform across the organization.
- Works with the Product Manager to identify gaps within each of our individual solutions to keep customer churn low.
- Aids in the scoping and design efforts required for new product offers, professional services, and feature enhancements.
- Assists in market research to determine areas where MetaFarms has opportunities and risk within the market.
- Provides introductions to key decision makers when discussing product initiatives.
- Act as Industry Subject Matter Expert resource
- Represent MetaFarms in Peer Groups, research studies and sales of Benchmarking and analytical products and services.

Required Skills and Experience:

- A passion for the swine industry and working with producers and affiliates.
- A Bachelor of Science degree in Animal Science or related field
- Minimum 5 years of immersive experience in the swine industry.

- Strong familiarity and working knowledge of production KPIs and ability to contextualize data into actionable information.
- Minimum 3 years in technical sales and/or subject matter expert role.
- Ability to work across multiple departments providing guidance to sales, client success and product teams.
- Strong analytical background
- Strong industry presentation skills
- Ability to travel on an as needed basis.
- Must be legally authorized to work in the United States for any employer without sponsorship.
- A strong passion for quality and a desire to grow as part of a dynamic team.

If interested in this position, please email a resume and references to jobposting@metafarms.com or mail to:

MetaFarms, Inc.
Attn: Human Resources
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