



Product Manager

Summary

Spotta is a Cambridge (UK) based Ag-tech startup commercialising its patented technology in the precision agriculture space.

We help farmers and foresters to save their assets (farms, forests) from insect damages thereby increasing productivity while reducing pesticide use and saving money.

With our automated monitoring service, our customers are able to focus on the core value adding activities they specialise in - growing crops and nurturing forests.

The Role

Joining an exceptional and already successful team of engineers and innovators, your role is to deeply understand customers, users and the market in order to evolve the Spotta product and proposition towards market success.

Working with the CEO, CTO and in country representatives you will play a key role in strategy development and driving the direction of the product.

You will undertake discovery work and explore the opportunity space in order to create a valuable, feasible and commercially viable product offering that meets the needs of the market and excites customers and users alike.

On the commercial side, you will help enable sales with messaging and marketing collateral (working with our marketing agency partner), and ensure the team is briefed and able to articulate the proposition of the Spotta product.

You will be an evangelist for the product both internally and externally, and ensure the whole team is focussed and aligned on the product vision.



Key Responsibilities

- Work with the CEO and CTO to jointly own, define and deliver on the Product Strategy
- Develop a deep understanding of the customers and market for the Spotta product
- Understand the competitive landscape and the evaluation criteria used by customers when protecting their crops from pests
- Own, manage and deliver on the product roadmap working with the CTO and engineering teams
- Oversee / project manage early adopter programmes in order to learn and iterate the product and proposition
- Enable the sales function with briefings, data sheets and marketing collateral
- Keep key stakeholders and team members involved and informed, championing the product and product function, and evangelising for the product and product culture.

Person Requirements

You will be an experienced, passionate and self motivated Senior Product Manager with a track record of driving innovative products to market. You may even have some AgTech experience already.

You'll have a solid understanding of product discovery and delivery techniques, with a strong background in product launches and marketing.

You will also be able to demonstrate:

- You've worked in an innovative cross functional team to deliver digital (and possibly hardware) SaaS products
- You've spent a lot of time interviewing and researching customers and prospects in order to understand their pains and needs and translate those into value propositions

SPOTTA

SMART PEST SYSTEMS

- You've worked on very early stage products
- You've developed marketing messages and collateral (either within your team or using a 3rd party agency)
- You understand modern interactive processes of developing and testing messaging and propositions
- You are comfortable working with Senior management / C-suite and are able to manage a wide range of internal and stakeholders
- You strive to continually adapt and refine working processes to best suit your team and the goals of the company

Location

Ideally you will be able to spend at least two days a week at the Spotta offices in Cambridge UK.

How to apply:

Please send your CV to careers@spotta.co