

Job Title: Head – Product Marketing (SFM – Smart Farm Machinery)

Department: Marketing / Product Management – SFM

Location: Bangalore

Reports To: Business Head – SFM

Job Purpose:

To lead the product marketing and strategic initiatives for VST's Smart Farm Machinery (SFM) business by defining product strategies, conducting market research, validating new concepts, and executing effective go-to-market (GTM) and marketing plans. The role focuses on driving profitable growth and strengthening VST's market presence across the SFM product portfolio.

Key Responsibilities:

1. Product Strategy & Planning

- Define the overall **product strategy and roadmap** for SFM products (power weeders, reapers, implements, etc.).
- Identify new product opportunities based on emerging market needs, customer insights, and technology advancements.
- Work closely with **R&D, Product Development, and Sales** teams to define product specifications, target segments, and performance goals.
- Manage product lifecycle planning, portfolio prioritization, and pricing strategy.

2. Market Research & Product Validation

- Conduct detailed **market research** to understand customer pain points, usage behavior, and buying patterns across regions.
- Benchmark VST products against competitors in terms of features, pricing, and performance.
- Lead **product validation programs** through field trials, demo activities, and pilot testing before launch.
- Analyze feedback from farmers, dealers, and field teams to refine product concepts and positioning.

3. New Product Launch & Go-to-Market (GTM) Execution

- Develop comprehensive **GTM plans** for new SFM products, covering pricing, positioning, communication, and channel strategy.
- Coordinate with cross-functional teams to ensure launch readiness — including training, spares, service, and supply chain.
- Design and execute **product launch events, dealer demonstrations, and digital campaigns** to build awareness and adoption.
- Track launch effectiveness and take corrective actions for improved performance.

4. Marketing Strategy & Brand Development

- Formulate and execute the **annual marketing strategy** for the SFM product line.
- Develop targeted promotional campaigns, digital content, and on-ground activations to drive product demand.
- Strengthen product visibility and brand positioning across markets and channels.
- Manage marketing budgets efficiently and measure ROI across activities.

5. Business Performance & Market Intelligence

- Monitor **product-wise sales performance**, profitability, and market share.
- Evaluate competitor moves, pricing trends, and technological developments in the SFM segment.
- Provide regular reports and insights to management for decision-making and strategy adjustments.
- Recommend actions for optimizing product mix and market reach.

6. Cross-functional Leadership & Team Management

- Lead the SFM Product Marketing team, ensuring clear goal setting, performance monitoring, and capability development.
- Collaborate closely with **Sales, Service, Dealer Development, and R&D** teams to ensure alignment of strategies and execution.
- Conduct regular reviews with regional and zonal teams for market feedback and business updates.
- Build a culture of market responsiveness, innovation, and continuous improvement.

Key Skills & Competencies:

- Strong understanding of **Smart Farm Machinery / Agri Implements / Mechanization solutions**.
- Proven expertise in **product marketing, new product introduction, and go-to-market execution**.
- Excellent **analytical, strategic, and communication** skills.
- Deep knowledge of **agri-equipment customer segments and dealer networks**.
- Proficiency in **MS Office, CRM, and digital marketing tools**.
- Leadership ability to manage cross-functional teams and multiple projects simultaneously.

Qualification & Experience:

- **Education:** B.E. / B.Tech in Mechanical / Agriculture / Automobile Engineering; MBA in Marketing preferred.
- **Experience:** 10–15 years of experience in **Product Marketing / Product Management / Strategy** within the **Smart Farm Machinery, Agri-implements, or Tractor industry**, with hands-on experience in **new product launches, market research, and GTM planning**.