



Product Marketing Manager

Solis Agrosciences is a premium provider of R&D services for the Agtech industry. We design, develop and analyze gene edited and transgenic plants via our Plant Pipeline as a Service™. We are seeking a highly competent marketing professional to help grow existing services and launch new offerings. This is a unique opportunity to get in on the ground floor of an exciting start-up company with possibility for significant expansion. We are located in the 39N Innovation district of St. Louis, Missouri. Relocation assistance is available.

Position Summary:

The candidate will be responsible for increasing the visibility and awareness of existing services as well as developing new services. You will work together with R&D to define product/service requirements and deliverables. You will define the go-to-market strategy, positioning, key benefits, and target customers. You will launch new services/help develop new solutions based on your industry experience and your contact with customers and prospects. You must have a good understanding of various customer segments and their needs and excel at finding innovative solutions for the broader market. You must possess a unique blend of business and scientific expertise, a big-picture vision, the drive to make that vision a reality and be a highly independent self-starter who enjoys spending time in a fast-paced and highly collaborative startup environment.

Key Responsibilities:

- Managing Solis' services portfolio, including strategic planning and tactical activities.
- Managing website optimization: SEO overhaul, UX/UI updates, initiation of SEM, and analytics monitoring.
- Driving blog and social media content and strategy, email and other campaigns.
- Leading the organization and promotion of all events, conferences and trade shows including logistics, attendance and lead qualification.
- Developing sales enablement materials and new collateral including white papers, protocols, and brochures in collaboration with R&D.
- Specifying market requirements for current and future products/services by conducting market research supported by on-going visits to customers and other entities.
- Analyzing potential/existing partner relationships for individual services and platforms.



SOLIS
a g r o s c i e n c e s

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Required Qualifications:

- 5+ years of marketing/product management experience.
- Experience in Agtech/Biotech industry with services industry experience a plus.
- Knowledge of molecular and cell biology methods including gene editing.
- MS in Biology, Plant Science, Biotechnology or a related field.
- Exceptional written and verbal communication skills.
- This position requires some travel to customer/other sites and remote work is an option.

Benefits:

- 401(k) matching
- Dental insurance
- Flexible schedule
- Flexible spending account
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Relocation assistance
- Retirement plan
- Vision insurance