
Job Location: Limuru

Position: Commercial Lead

Department: Commercial

Reports To: Chief Executive Officer (CEO)

Job Ref: TI/2012/011/26

Position: Commercial Lead

We have an exciting career opportunity for the commercial lead for our client (an agricultural value chain dealer) who is based in **Limuru** to lead the commercial aspect of the business.

The position holder will or may lead a team of:

- Business Development Officers
- Key Account Managers
- Sales Representatives
- Customer Success Team (where applicable)

Role Purpose

The commercial lead will be responsible for driving the Company's revenue growth by developing and executing commercial strategies, expanding the customer base, building strategic partnerships, managing key client relationships, and ensuring sustainable business growth. The role works closely with Operations, Technology, Finance, and Sourcing teams to deliver value to customers across the agricultural value chain.

Main Responsibilities

1. Commercial Strategy

- Develop and implement the Company's commercial strategy aligned with business objectives.
- Identify new market opportunities and revenue streams.
- Monitor market trends, customer needs, and competitor activities.

2. Business Development

- Generate new business opportunities across the agricultural value chain.
- Acquire and onboard buyers, suppliers, farmers, cooperatives, and institutional clients.
- Develop proposals, negotiate contracts, and close commercial deals.

3. Sales Management

- Develop and achieve annual and quarterly sales targets.
- Manage the sales pipeline and monitor conversion rates.

- Lead and coach the commercial team to achieve performance targets.

4. Customer Relationship Management

- Build and maintain strong relationships with key customers and strategic partners.
- Ensure high customer satisfaction and retention.
- Address customer concerns and identify opportunities for account growth.

5. Partnerships

- Establish partnerships with financial institutions, development partners, agribusinesses, cooperatives, and government agencies.
- Negotiate mutually beneficial commercial agreements.
- Identify strategic collaborations that expand the Company's market reach.

6. Revenue Growth

- Drive revenue and profitability across all products and services.
- Monitor pricing strategies and commercial performance.
- Recommend initiatives that improve customer acquisition and retention.

7. Market Intelligence

- Conduct market research and competitor analysis.
- Provide commercial insights to support product development and strategic decision-making.
- Identify emerging trends in digital agriculture and agri-financing.

8. Team Leadership

- Lead, mentor, and develop the commercial team.
- Set clear performance objectives and conduct regular performance reviews.
- Foster a high-performance, customer-focused culture.

9. Reporting

- Prepare weekly and monthly commercial performance reports.
- Track sales performance against targets.
- Present commercial updates and recommendations to the CEO.

Key Competencies

- Strong commercial and business acumen.
- Strategic thinking and execution.
- Excellent negotiation and influencing skills.
- Strong relationship management and networking abilities.
- Leadership and people management.
- Financial and analytical skills.
- Excellent communication and presentation skills.

- Customer-focused mindset.
- Results-oriented with strong problem-solving abilities.
- High integrity and professionalism.

Qualifications

- Bachelor's Degree in Business Administration, Commerce, Marketing, Agribusiness, Economics, or a related field.
- A Master's degree is an added advantage.
- Professional qualifications in Sales, Marketing, or Business Development are an added advantage.

Experience

- Minimum of 7 years' experience in commercial, sales, business development, or strategic partnerships.
- At least 3 years in a senior leadership role.
- Experience in agribusiness, agricultural technology (AgTech), digital marketplaces, financial services, or e-commerce is highly desirable.
- Proven track record of achieving revenue growth and leading high-performing commercial teams.

Key Performance Indicators (KPIs)

- Revenue growth.
- Achievement of sales targets.
- Number of new customers acquired.
- Customer retention rate.
- Value of commercial partnerships secured.
- Sales pipeline conversion rate.
- Gross profit margin.
- Customer satisfaction levels.
- Team performance against agreed targets.

Working Relationships

Internal

- CEO
- Operations Manager
- Technology Lead
- Sourcing Lead
- Finance Team
- Logistics Team
- Customer Success Team

External

- Farmers and Farmer Groups
- Cooperatives
- Buyers
- Suppliers
- Financial Institutions
- Development Partners
- Government Agencies
- Investors
- Service Providers

Success in the Role

A successful Commercial Lead consistently grows revenue, expands the Company's customer and partner network, strengthens strategic relationships, increases adoption of the digital marketplace, and contributes to transforming agricultural value chains while delivering sustainable business growth.

This version is suitable for an Agri-SME operating a **B2B digital marketplace** that integrates **e-commerce, financing, logistics, and value-added agricultural services**. It emphasizes both commercial growth and the unique dynamics of the agricultural value chain.