




AFRIKA KOMMT! 2022-2024

An Initiative of German Industry for Future Leaders from Africa

Candidate Profile: Business Developer for Agribusiness and Smallholder Farming in Africa

Company:	SAP SE	
Education:	Degree in business administration or information technology	
Professional Experience:	<ul style="list-style-type: none"> • You are passionate about agriculture and agricultural industry processes • You have enjoy working on other commodity intensive industries that include first mile sourcing in the informal sector (e.g., minerals) • You are fluent in English • French skills are an advantage • You have good analytical, social and communication skills 	
Additional Qualifications:	<ul style="list-style-type: none"> • You are interested in IT trends such as Artificial Intelligence, Cloud Computing, Blockchain, Digitalization • Insight into market trends in the agricultural market with a focus on Africa • You are result and execution driven • You enjoy customer interactions • You have a good business acumen • You are a true team player with open mind-set 	
Division / Department, Place:	<p>In your AFRIKA KOMMT! assignment as a business developer, you will support and work closely together with the Industry Solution Management team in the SAP Industries organization and with the Product Management team owning SAP's Agriculture portfolio. This global team is driving sustainable business growth, customer satisfaction and solution completeness by shaping the direction of our digital industry solutions.</p> <p>In this team you will identify industry opportunities, build market awareness and enable our sales organization on our industry value proposition and solution portfolio, and incubate new solution areas and geographies.</p>	
Assignment / Area of Activity:	<p>You will build and drive the execution of business development and go-to-market programs in the African region for the SAP solution portfolio with a focus on smallholder farming and our SAP Rural Sourcing Management solution. You will drive the development of best practice programs, tools, methods and processes to successfully explore new market opportunities and roll-out our solutions:</p>	

	<ul style="list-style-type: none"> • Serve as the single point of contact for local and regional presales and sales teams in Africa driving business development activities, (partner) enablement, demand generation programs ensuring the region will deliver on all related KPIs (Revenue, References, Customer Counts). • Drive the execution of go-to-market plans for the SAP industry portfolio across the target market units for both Software and Cloud environments, specifically for SAP Rural Sourcing Management • Establishing and driving regular sales forecast calls and quarterly business reviews with senior management • Driving reference activities in cooperation with reference teams and market units to deliver powerful customer references and deliver on adoption targets for the SAP Rural Sourcing Management solution • Identifying major go-to-market hurdles and coordinate risk mitigations initiatives. Identify the need for localization to ensure the fit to the local African market requirements and align these requirements with the related product owner • Identify co-innovation opportunities with customers in the African market to accelerate the solution readiness and adaptation to local market needs • Establish solution overview knowledge to be able to present value proposition to customers and partners
Remarks:	We welcome everyone with an open-mind set and passion to work in a global environment.
Preferred Nationality:	South Africa, Kenya, Nigeria