

## Product Manager @ Optiflux NV

Optiflux is looking for a highly motivated Product Manager that wants to create global impact to join our team and steer on our aim to build up a sustainable portfolio of customers, driving market adoption, serviceability, and profitability.

### MAIN RESPONSIBILITIES:

Your responsibilities:

- Responsible for the product under management, from guiding further development to go-to-market strategy. With the goal of bringing maximal value to Optiflux and its customers.
- Build up application, market, and product knowledge to drive strategy and support customers, partners and colleagues.
- Key Opinion Leader management
- Drive sales and learn from customers to help define the further product strategy and sales roll-out
- Be a reliable and trusted point of contact for our customers and partners.
- Evaluate product performance, ensure the success of the products, and help define necessary changes to optimize our products and improve customer satisfaction.

### YOU ARE:

Goal-oriented and have a proven track record on performance, relevant experience (at least 3 years) in the (Ag)Tech industry and in placing a software on the market (ideally SaaS)

- Entrepreneurial attitude, strong analytical skills, and interest to initiate and negotiate projects and partnerships
- You can understand both the technical solution and the problem it solves
- You can adapt communication styles to the different customer types: fruit growers, cooperatives, researchers and marketing teams ...
- You have good communication skills from C-level to floor
- You have good insight in supply chain and market trends
- Gaining a deep understanding of customer needs on both the individual customer as the market scale
- Able to help conceptualize, test and roll out the right go-to-market strategy
- Willing to travel up to 20%, mainly within Europe but also beyond

### OUR OFFER:

- Join a young, dynamic and international work environment with an enthusiastic team
- The opportunity to steer and build product success creating global impact
- An environment where proactivity and outside-the-box thinking are recognized and rewarded
- Perspective for constant learning, improvement and attractive career evolution
- Attendance of international tradeshows, conferences, workshops, and visit international partners
- Option for partially remote position

### WHO WE ARE:

Optiflux is a young, dynamic, and innovative spin-off company of KU Leuven, the Flanders Centre of Postharvest Technology, and the Association of Belgian Horticultural Auctions.

It is on a mission to redefine postharvest storage and quality control solutions for perishable agricultural produce, contributing to global reduction of food waste.

Looking for a new challenge? Please reach out and show us how we can together cancel food waste.

### OFFICE LOCATION:

Centrum-Zuid 1111, 3530 Houthalen-Helchteren.

### CONTACT:

Niels Bessemans, CEO | niels.bessemans@optiflux.world