



**Position:** Manager, PURE Intel

**Department:** Data

**Reports to:** Bob West, Chief Content Office / Business Director, Data

**Summary:** The Manager for PURE Intel is responsible for all facets of the day-to-day PURE Intel business, with particular emphasis on maximizing annual revenue from PURE Intel subscriptions.

**Key Responsibilities include but not limited to:**

- Driving new business by selling annual subscriptions to companies engaged in California's specialty crop market.
- Increasing subscription value and retention by proactively engaging clients and promoting effective use of the PURE Intel platform and data .
- Serving as the primary point of contact for subscribers, delivering timely and high-quality customer support.
- Partnering with Business Director and primary PURE Intel developer to identify valuable new product enhancements, creating a plan for their development, and then bringing them to the market.
- Working with Meister Media's **American Fruit Grower** and **American Vegetable Grower** teams to leverage the PURE Intel data to support their efforts by identifying opportunities for unique content and helping them utilize the platform data to enhance media sales proposals.

**Qualifications:**

- Self-motivated, results oriented sales professional with a proven track record of achieving revenue goals.
- Strong familiarity with the specialty agriculture industry (preferably the California market) with an emphasis on crop protection products and trends.
- Analytical mindset with the ability to interpret data and drive insights.
- Experience with business intelligence tools such as Tableau or Power BI preferred.
- Strong interpersonal and relationship-building skills.
- Excellent written, verbal, and digital communications skills.
- Demonstrated success in developing and growing client relationships.
- Proficiency in Microsoft Office 365 and CRM systems.
- Highly organized with the ability to prioritize, and manage multiple responsibilities.
- Commitment to the principles outlined in the Meister Media Worldwide *Blueprint for Success*.