

General Manager - Partnerships & Growth

Position Description

About

Wealleans Group has been a trusted partner to New Zealand's farming community for over 75 years, providing nutrient supply, ground spreading, cartage, and engineering services. Built on strong relationships, community legacy and a commitment to doing the right thing, Wealleans continues to evolve with its customers.

Role Overview

The General Manager of Partnerships & Growth is a senior level role within the group and is focused on strengthening relationships with Wealleans' most strategically important clients. The role is responsible for identifying and converting growth opportunities and ensuring the Group delivers market-leading precision, service, and reliability. This is a highly visible role, requiring strong leadership presence both internally and on-farm, actively engaging with clients, staff and industry partners. The role plays a key part in translating industry change into proactive, client-focused solutions and shaping the future service model for the business.

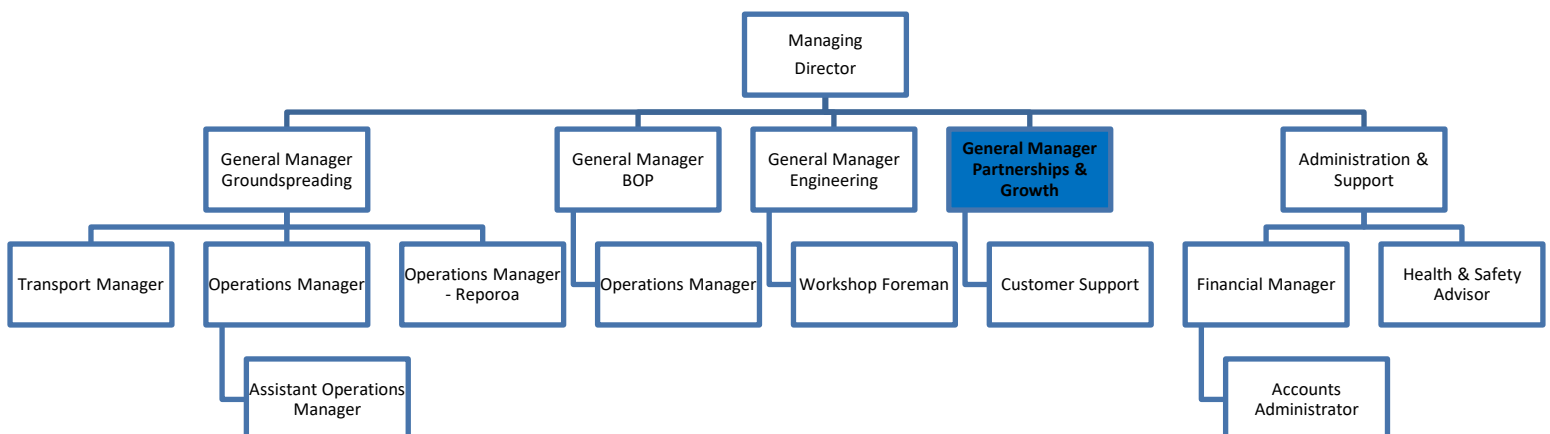
Scope

Reports to: Managing Director
Location: Waikato

Key Relationships

Managing Director
Senior Leadership Team
CRM and Business Support Teams
Key Clients
Operations and Engineering Teams
External Technology and Service Partners

Organisation Structure



Key Activities and Outcomes

1. Client Relationship Leadership

- Build and sustain long term partnerships with key clients
- Leverage insights to offer tailored and strategic solutions
- Lead engagement on farm and within community networks

Outcomes:

- Trusted advisor with Wealleans' top clients
- Client satisfaction and retention metrics are high across the strategic client base
- On-farm presence supports visibility, responsiveness and proactive issue resolution

2. Sales Strategy & Team Development

- Develop and implement a sales strategy that recognises the breadth of Wealleans' customer base
- Segment the customer portfolio and tailor approaches to suit different market segments
- Mentor and develop the internal sales function, including direct reports where appropriate

Outcomes:

- A clearly defined and executed sales strategy that drives growth across all customer segments
- Internal sales capability is strengthened and aligned with broader commercial objectives
- Resource requirements are identified and recommendations made for investment in additional sales personnel as needed

3. Growth & Opportunity Development

- Identify and act on opportunities arising from industry change
- Translate client needs into business and service offerings
- Shape internal capability to deliver future service needs
- Coach and support the businesses sales function to build commercial capability and strategic account thinking

Outcomes:

- Growth opportunities are identified and converted into tangible business results
- New offerings or service models are successfully piloted and embedded
- The sales team demonstrates increased confidence, capability and commercial impact
- Wealleans is recognised as a responsive and forward-thinking business

4. Cross Business Alignment

- Leverage Wealleans' vertically integrated model to deliver value
- Connect client needs with internal delivery functions
- Work across teams to support cohesive client service delivery

Outcomes:

- Practical collaboration results in seamless delivery to key clients
- Client value is enhanced through integrated service delivery
- Internal teams are aligned around shared client priorities and outcomes

5. Strategic Contribution & Succession

- Contribute to long-term strategic planning with the MD
- Provide commercial leadership and mentorship within the business
- Build leadership depth and support future succession planning

Outcomes:

- Clear strategic input provided into annual and long term planning processes
- Internal leadership capability is strengthened through active mentoring and development
- The role provides succession depth for the Managing Director and contributes to wider leadership continuity

Qualifications & Experience

- Proven experience in business development, account management or commercial leadership
- Experience in the agricultural or rural services sector preferred
- Ability to translate market and client insights into practical action
- Track record of influencing outcomes and building internal alignment

Key Personal Characteristics & Values

- Integrity and reliability
- Relationship driven with a commercial mindset
- Innovative and proactive
- Confident, curious and improvement focused

Skills & Competencies

- Excellent interpersonal and communication skills
- Strong strategic and commercial acumen
- Ability to manage complexity and lead through influence
- Comfortable operating both strategically and operationally