

Customer Success & Engagement Lead (AgTech)

Company: Cellar Insights Inc.

Location: Prefer Winnipeg, Manitoba, Canada (remote/hybrid options available)

Travel: ~15–35% (customer sites across the Prairies/North America)

Type: Full Time

Position Overview:

We are seeking a dynamic and customer-focused individual to join our team as a Customer Success Representative and Engagement Lead. This hybrid role is pivotal in ensuring our clients achieve their desired outcomes with our products while driving customer engagement and expanding our solutions' market presence.

Why Cellar Insights:

Founded in 2023, Cellar Insights Inc. improves perishable-crop storage—starting with potatoes. Our smart storage monitoring and early spoilage detection help growers and processors reduce shrink, protect fry colour, and optimize movement timing across multi-site operations. Deployed across North America, the platform analyzes 1.5M+ storage datasets and (publicly reported) monitors 250M+ lb of potatoes. Web and mobile dashboards deliver timely alerts and trend analytics; advanced analytics and AI refine predictions behind the scenes—so teams act earlier, waste less, and increase crop value.

In this role you will:

- **Drive real customer outcomes:** Turn analytics + AI risk signals into earlier actions that reduce spoilage, cut shrink, protect quality, and prove ROI.
- **Own the region:** Hybrid customer success + new business, grow accounts, expand multi-site rollouts, and see your impact in the numbers.
- **Use modern sales support toolkit:** Clear case studies, dashboards, and exec access so you can move pilots to wider deployments quickly.

Key Responsibilities:

Customer Success:

- Serve as the primary point of contact for assigned clients, building and maintaining strong relationships to ensure customer satisfaction and retention.
- Guide clients through the onboarding process, ensuring seamless implementation and adoption of our smart storage monitoring system.
- Assist with regional system setup and installation
- Monitor client usage and feedback, proactively addressing any issues and identifying opportunities for product enhancements.
- Conduct regular check-ins and training sessions to help clients fully utilize our platform and achieve their storage management goals.
- Collaborate with internal teams to advocate for client needs and contribute to product development initiatives.

Sales:

- Identify and pursue new sales opportunities within the agriculture sector, focusing on potato growers, storage operators, and processors.
- Develop and execute strategic sales plans to achieve and exceed sales targets.
- Conduct product demonstrations and presentations to prospective clients, effectively communicating the value and benefits of our solutions.
- Negotiate contracts and close deals, ensuring mutually beneficial agreements.
- Maintain accurate records of sales activities, client interactions, and pipeline status using CRM tools such as HubSpot.

Qualifications:

- Bachelor's degree in Business, Agriculture, Marketing, or a related field.
- Minimum of 3 years of experience in customer success, account management, or sales, preferably within the AgTech or agriculture industry.
- Strong understanding of agricultural practices, particularly in post-harvest management and storage solutions.
- Safety/field readiness: Add harvest season availability, CO₂/low O₂ awareness, cold environment work, PPE, ladder use; valid driver's license; ability to install kits.
- Excellent communication and interpersonal skills, with the ability to build rapport with diverse stakeholders.

- Proven track record of meeting or exceeding sales targets and driving customer satisfaction.
- Proficiency in CRM software and sales management tools.
- Ability to analyze customer data and provide actionable insights to improve client outcomes.
- Self-motivated, with strong organizational and time-management skills.
- Willingness to travel as needed to meet with clients and attend industry events.

Preferred Qualifications:

- Experience in SaaS or technology-driven companies.
- Familiarity with AI and IoT technologies in agriculture.
- Familiarity with HubSpot or similar CRM tools
- Knowledge of the Manitoba potato industry, and key regions in Central USA.

What We Offer:

- Competitive salary and performance-based incentives.
- Opportunities for professional growth and development within a rapidly expanding company.
- A collaborative and innovative work environment where your contributions make a tangible impact.

How to Apply:

If you are passionate about agriculture technology and have a proven track record in customer success and sales, we would love to hear from you.

- Please submit your resume and a cover letter detailing your relevant experience and why you are interested in joining Cellar Insights Inc
- Send your application to apply@cellarinsights.com and **include the role you're applying for in the subject line**, also provide a cover letter detailing your relevant experience and why you are interested in joining Cellar Insights Inc.