

Job Title: Regional Sales Manager – Australia (Ag Tech / Fruit Quality Solutions)

Location: Australia Victoria (Remote / Flexible within key growing regions)

Reports To: Head of Sales – APAC

Employment Type: Full-Time

About Hectre

Hectre is a leading global provider of **automated fruit sizing and color grading technology** trusted by leading fresh produce companies across **22 countries**. Our solutions—available on both **fixed camera systems** and **mobile devices**—deliver fast, accurate, and actionable quality data used in operations, QC, and supply chain decisions. Fruit teams around the world rely on Hectre to simplify operations and improve consistency from the packing shed to the marketplace.

We are expanding our presence in Australia and are seeking a motivated and results-driven **Sales Representative** to help grow our footprint with growers, packers, and fresh produce supply partners.

Role Overview

As a Sales Representative at Hectre, you'll drive revenue growth by identifying, qualifying, and closing opportunities within the Australian fresh produce market. You will work closely with growers, packhouses, and quality teams to understand their workflows and demonstrate how Hectre's automated sizing and color grading solutions can improve quality outcomes and operational efficiency.

This role is ideal for a sales professional with experience in technology sales—preferably in **ag-tech, software, or hardware solutions**—who understands the dynamics of fresh produce supply chains in Australia.

Key Responsibilities

- **Generate and manage sales pipeline** across targeted accounts in Australia (growers, packers, distributors)

- **Conduct product demos** (remote or in-person) to showcase Hectre's fixed camera and mobile solutions
 - **Build strong customer relationships** and act as a trusted consultant on quality and operational solutions
 - **Closely track opportunities** in CRM (HubSpot) and forecast sales activity accurately
 - **Collaborate with marketing and customer success** teams to support launches, events, trade shows, and customer onboarding
 - **Provide market feedback** to help shape product positioning and feature improvements
 - Achieve and exceed **sales targets / quota**
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What Success Looks Like

- Strong pipeline of qualified opportunities across key Australian growing regions (e.g., VIC, NSW, SA, WA, QLD)
 - Consistent revenue attainment against quarterly and annual targets
 - Positive customer feedback and successful expansion within new and existing accounts
 - Clear communication and collaboration with cross-functional teams
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Skills & Experience

Required:

- 5+ years of experience in **B2B technology sales**, SaaS/software, or hardware solutions
- Proven track record of closing deals and managing sales cycles end-to-end
- Excellent communication and presentation skills
- Familiarity with CRM systems (HubSpot preferred)

- Self-motivated, organized, and comfortable working independently

Preferred:

- Experience selling into **fresh produce / agriculture / food tech** industries
 - Understanding of QC, packhouse operations, or orchard workflows
 - Ability to conduct in-field demonstrations and support technical conversations
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What We Offer

- Competitive base salary + commission / bonus structure
- Flexible working arrangements and travel support
- Opportunity to represent a **global category-leading solution**
- Collaborative and supportive team with global reach