



A G S O L

Chief Commercial Officer

About AGSOL

Agsol is an award-winning impact-driven company and original manufacturer of the world's most efficient small grain milling machine. We're on a mission to eradicate polluting, century old diesel milling technology from the African continent, which creates social and economic hardship for half a billion people that still rely on them to process their staple foods.

The Agsol Hammer Mill is optimised for solar but can also be powered from the grid or electric motorbike batteries. It provides rural entrepreneurs, especially women, new income generating opportunities. It delivers a milling service to end-users, mostly women, that saves them time and money while producing nutritious and uncontaminated food. Agsol is now scaling our business and technology, which is poised to revolutionise informal food processing across the continent.

Role Summary

Agsol is seeking a dynamic, process-oriented Chief Commercial Officer (CCO) to lead our next stage of growth. This is a senior leadership role that combines strategic oversight with hands-on execution. This role is pivotal in shaping and executing the go-to-market strategy for our technology, including the development of scalable sales and distribution models across multiple geographies. You will be leading all commercial operations, key partnerships, and building out the team and processes needed to achieve ambitious growth targets.

You must be equally comfortable setting high-level strategy while also rolling up your sleeves to get things done. This role requires someone with deep experience selling products on consumer finance (paygo) in Kenya or similar markets, ideally in clean energy or appliance sectors.

This is not a traditional CCO role: in addition to managing Agsol's commercial engine, you will take ownership of Agsol's day-to-day commercial operations and scaling internal systems. We are looking for a leader who can integrate commercial and operational excellence.

Duties & Responsibilities

Commercial Strategy & Execution

- Develop (with senior management team) and drive a clear and comprehensive global commercial and sales strategy for the business.
- Identify, negotiate, and manage strategic partnerships across the ecosystem – from asset finance companies to private sector distributors to facilitate product access and affordability. Manage their onboarding and set them up for success.
- Design, implement, and optimize Agsol's sales and distribution channels (B2B/B2C/hybrid) to enable widespread adoption of our mills in rural and peri-urban markets.
- Lead pricing and margin strategy to align with both financial sustainability and social impact goals. Drive revenue growth while ensuring our value proposition remains strong for low-income consumers.
- Build lasting relationships with key customers and strategic partners and support them in their sales efforts of Agsol products.
- Be responsible for all market research activities, identifying, understanding, and prioritizing new market opportunities and sizing them. Collaborate with Engineering and feed into the product development process, especially for new products.

Operational Leadership

- Build and refine internal processes, systems, and tools to support rapid and sustainable growth, ensuring efficient execution across commercial operations. Update and reiterate processes as required and as we grow.
- Coordinate cross-functional execution across supply chain, manufacturing, international/local logistics, inventory management, sales fulfilment, after-sales and payment collection.
- Establish and track data-driven KPIs to monitor sales performance, product delivery and after-sales service, which consistently deliver a superb customer experience.
- Own sales forecasting, pipeline development, and performance tracking. Provide leadership visibility into key metrics by developing clear reporting dashboards.
- Work closely with Engineering and Field Operations teams to ensure a seamless customer experience. Manage the customer-facing side of after-sales support including phone operators, technicians, customer training, partner training, and end user training on correct use of the products.

Team Leadership & Culture

- Provide leadership to Agsol's growing commercial team, including sales and partnerships. Align operational objectives with strategic commercial priorities.
- Foster a high-performance culture grounded in accountability, innovation, ownership and mission-alignment.

- Recruit, develop, and retain high-performing talent across commercial and operational functions to execute on the commercial and sales strategy. Recruit, train and mentor all BD, sales, and after-sales staff.
- Lead by example, balancing strategic thinking with practical, hands-on problem-solving.

Strategic Leadership

- Serve as a key member of the C-suite, contributing to business strategy and planning.
- Act as a trusted advisor to the CEO and executive team on all matters related to commercial growth and operational scale.
- Represent Agsol externally with partners, funders, and stakeholders.

Required Qualifications & Experience

- Proven commercial and operational leadership and achievement in a growth-stage company operating in emerging markets.
- Demonstrated success in driving revenue growth and building commercial operations in emerging markets.
- 10+ years of experience in senior commercial roles within a forward-thinking and fast-growth company.
- 5+ years of experience in emerging markets, preferably in East Africa
- Deep understanding of sales channels, last-mile distribution, and go-to-market strategies.
- Strong track record of building and managing strategic partnerships, particularly with asset finance institutions and private sector distributors.
- Deep experience in selling products through consumer finance (paygo), ideally in the clean energy or appliance space.
- Proven track record of setting and delivering on aggressive sales targets and KPIs.
- Operational mindset with the ability to design and implement systems and processes that support organizational scale.
- Entrepreneurial spirit, with comfort navigating ambiguity and a strong bias for action and follow-through.
- Passion for Agsol's mission and our commitment to improving the lives of rural communities, especially women.
- Experience managing, growing, and mentoring teams in dynamic rapidly-changing environments.
- Strong people and communication skills – can inspire customers, partners, and teammates alike.
- Excellent analytical and problem-solving skills

Preferred Qualifications & Experience

- Bachelor degree in business, economics, marketing, engineering or a related field.
- MBA or equivalent graduate degree.
- Work experience in agtech, solar off-grid markets, asset financing, or productive use appliances.

What We Offer

- A leadership role to shape the future of a mission-driven company to positively impact millions of lives.
- The chance to drive impact at the intersection of technology, agriculture, clean energy, food systems and gender.
- A smart, collaborative, achievement oriented, values-based team culture.
- Competitive salary, performance-based incentives, and potential equity options based on experience and fit.

Application

Please complete the following form
<https://form.jotform.com/250863811626055>