



Job Description

Company: CLAAS FARMPOINT
Position: Managing Director of Development - FARMPOINT
Location: Columbus, Indiana
FLSA Classification: Exempt
Reports to Primary: Senior Vice President - Americas
Reports to Disciplinary: Senior Vice President - Americas

Company:

CLAAS is a leading global manufacturer of agricultural machinery and technologies, headquartered in Harsewinkel, Germany. Founded in 1913 by August Claas, the company has evolved into one of the world's leading producers of harvesting technology, best known for its high-performance combine harvesters, forage harvesters, tractors, and advanced agricultural solutions.

With a strong commitment to innovation and engineering excellence, CLAAS has been instrumental in transforming modern farming. From pioneering the first self-propelled forage harvesters to developing cutting-edge digital platforms for precision farming, the company is at the forefront of sustainable, high-efficiency agriculture.

Operating in more than 140 countries, CLAAS employs over 13,000 professionals and runs production sites in Germany, France, the U.S., India, Russia, and South America. Its comprehensive portfolio includes harvesters, balers, tractors, mowers, telehandlers, and smart farming software that supports data-driven decision-making on the field.

A vital part of CLAAS's commitment to customer satisfaction is [FARMPOINT](#)—its dedicated service and support network. FARMPOINT is a mobile-first, technology-driven parts and equipment service provider built entirely around you and your farm — bringing you the solutions you need, when and where you need them. FARMPOINT provides farmers with fast, expert assistance, spare parts, and technical support to ensure maximum uptime and efficiency during the critical seasons of planting and harvest. With strategically located centers and highly trained personnel, FARMPOINT strengthens the connection between CLAAS and its customers, delivering unmatched reliability and peace of mind.

As a family-owned company rooted in tradition and driven by forward-thinking innovation, CLAAS—together with FARMPOINT—is committed to shaping the future of agriculture with smarter, more sustainable solutions.

Opportunity:

The Managing Director Development-FARMPOINT is a key leadership position responsible for defining and managing the development of a franchise business model for FARMPOINT™. The position will be responsible for setting up the organization model, establishing processes, and defining systems for franchisees. Key responsibilities include monitoring performance, overseeing rollouts, providing support and coaching to franchisees, handling investor relations, and overseeing overall business administration.

Key Accountabilities & Essential Functions:

- Develop comprehensive business models tailored to the unique needs of franchisees, ensuring alignment with the overall brand strategy. Conducts thorough market research and feasibility studies to validate these models, ensuring they are viable, scalable, and competitive within the industry in the local markets.
- Designs a standardized organizational structure template that can be adopted by franchisees, facilitating consistency in roles, responsibilities, and hierarchy across all franchise locations. Templates will support efficient operations and align with the franchisor's strategic objectives.
- Establishes detailed, standardized process maps (flow charts) and guidelines for all key operational areas within the franchisee's business, including customer service, sales, inventory management, and administrative functions. Ensures these processes are optimized for efficiency and compliance.
- Develops and implements a standardized Dealer Management System (DMS) template for franchisees, ensuring it supports all critical business operations such as inventory control, customer relationship management, and financial reporting. Provides training and ongoing support to ensure effective system utilization.
- Establishes key performance indicators (KPIs) and conducts regular performance assessments of franchisees to ensure alignment with brand standards and business objectives. Provides detailed reports and feedback to identify areas for improvement.
- Plans and executes the strategic rollout of new franchise locations, ensuring all logistical, operational, and legal aspects are addressed. Coordinates with cross-functional teams to ensure timely and successful launches. Identifies areas for franchise expansion by conducting comprehensive market analysis to pinpoint emerging trends, consumer demands, and competitive landscapes in potential franchise territories. Utilizes demographic and economic data to evaluate market readiness and identifies high-potential areas for franchise growth. Conducts thorough market analysis to assess the viability and potential of new locations by analyzing site-specific data, including local competition, and customer demographics, to evaluate the suitability of new locations. Develops financial models to project the performance and profitability of proposed franchise sites.
- Provides ongoing coaching and strategic advice to franchisees to enhance their operational efficiency, financial performance, and adherence to brand standards by facilitating workshops and training sessions to build franchisee competencies.
- Manage relationships with current and potential investors, providing comprehensive insights into franchise performance and strategic initiatives. Leads merger and acquisition activities, including due diligence, negotiation, and integration processes.

- Ensures that the objective is PDCA (Plan-Do-Check-Act) and Continuous Improvement according to the CLAAS defined objectives for this new business by leading the development and implementation of a PDCA cycle for franchise operations, promoting a culture of continuous improvement. Sets clear objectives and KPIs for franchise development, in alignment with CLAAS's strategic goals. Regularly assess franchise performance and processes, identifying opportunities for optimization and innovation.
- Offers comprehensive support services to franchisees, addressing their operational challenges and facilitating access to corporate resources. Ensures a robust support system is in place, including a dedicated help desk and access to corporate knowledge bases.
- Provides a suite of value-added services to enhance franchisee success, including:
 - Marketing Support: Develops and executes marketing campaigns to boost brand visibility and sales, offering strategic guidance and resources to franchisees.
 - Call Center Operations: Establishes and manage centralized call center operations to handle customer inquiries and support sales efforts on behalf of franchisees.
 - Used Machinery Support: Facilitates the buying and selling of used machinery, providing franchisees with valuation, refurbishment, and sales support services.
 - Aftersales excellence: using pilot programs and new methodologies coupled with technology to look at new ways to address customer issues with regards to parts and service.
- Collaborates in all financial and administrative functions with the franchisor and its owned franchisees, ensuring accurate financial reporting, compliance with regulatory requirements, and effective financial planning and analysis. Implement robust accounting systems and controls to safeguard assets and optimize profitability.
- Adheres to established company values, practices, policies and procedures at all times. Follows and supports compliance with all applicable safety rules, laws, regulations and standards.
- Demonstrates regular and punctual attendance at the assigned work location.

Travel

- This position includes up to 50% domestic and international travel by auto and air; valid driver's license with a continued verifiably safe driving history and passport are required.

Qualifications:

- 5-8 years of experience direct or related experience in franchise development and oversight.
- Strong financial acumen with a deep understanding of financial principles, including accounting, taxation, and financial analysis.
- Minimum of five years leading a professional team, including training and staff development; ability to give employee feedback in verbal and written form succinctly and timely.
- Ability to think long-term and develop innovative financial strategies that align with

business objectives.

- Strong ability to analyze complex financial data and provide actionable insights.
- Strong negotiation skills for managing investor relations and partnership agreements.
- extensive leadership experience, and strong skills in strategic planning, financial analysis, and communication.
- Proven successful entrepreneurial experience.
- Expertise in identifying potential risks and implementing effective risk mitigation strategies.
- Excellent verbal and written communication skills, capable of conveying financial information clearly to stakeholders.
- Familiarity with financial software and tools, including ERP systems and financial modeling software. Proficient use of Outlook, Microsoft Word, PowerPoint & Excel with operational experience in salesforce, preferred.
- Must be able to meet deadlines and handle a high-volume workload in a fast-paced environment with strong attention to detail.
- Prepare detailed reports and recommendations for senior management to support decision-making on franchise expansion.
- Other tasks assigned or required by management.

Education:

- Bachelor's degree in business or finance, or closely related field preferred, master's degree in finance, highly preferred but not required or equivalent work experience.

Physical & Work Requirements:

Manages Others:

☒ Yes ☐ No

Physical Demands:

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

	Yes	No		Yes	No
Standing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Crouching/Crawling	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Reaching	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Hearing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Talking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Seeing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Driving [Must have valid driver's license with continued verifiably safe driving history]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Turning/Twisting/Leaning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Balancing/Climbing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Lifting and/or Carrying, up to 50 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stooping/Kneeling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Other: _____	<input type="checkbox"/>	<input type="checkbox"/>

Mental Demands:

Check each of the mental capabilities that are required to perform the essential functions of this position.

Comprehension	
<input checked="" type="checkbox"/>	Ability to understand, remember, and apply oral and/or written instructions or other information in English
<input checked="" type="checkbox"/>	Ability to understand, remember, and communicate routine, factual information
<input checked="" type="checkbox"/>	Ability to understand complex problems and to collaborate and explore alternative solutions
<input checked="" type="checkbox"/>	Ability to understand opposing points of view on issues and to negotiate and integrate different viewpoints
Organization	
<input checked="" type="checkbox"/>	Ability to organize thoughts and ideas into understandable terminology
<input checked="" type="checkbox"/>	Ability to organize and prioritize own work schedule on short-term basis (daily tasks, special projects, etc.)
<input type="checkbox"/>	Ability to organize and prioritize work schedules of others
Reasoning and Decision Making	
<input checked="" type="checkbox"/>	Ability to apply common sense in performing job
<input checked="" type="checkbox"/>	Ability to make decisions which have moderate impact on immediate work unit
<input checked="" type="checkbox"/>	Ability to make decisions which have significant impact on the immediate work unit and moderate impact outside immediate work area
<input checked="" type="checkbox"/>	Ability to make decisions which have significant impact on the department's credibility, operations, and services
Communication	
<input checked="" type="checkbox"/>	Ability to understand and follow basic instructions and guidelines
<input checked="" type="checkbox"/>	Ability to complete routine forms, use existing form letters and/or conduct routine oral communication
<input checked="" type="checkbox"/>	Ability to compose letters, outlines, memoranda, and basic reports and/or to orally communicate technical information
<input checked="" type="checkbox"/>	Ability to communicate with individuals utilizing a telephone; requires ability to hear and speak effectively on phone
<input checked="" type="checkbox"/>	Ability to express or exchange ideas by means of the spoken word, communicating orally with others accurately and effectively
<input checked="" type="checkbox"/>	Ability to make informal presentations, inside and/or outside the organization. Speaking before groups.
<input checked="" type="checkbox"/>	Ability to compose materials such as detailed reports, work-related manuals, publications of limited scope or impact, etc., and/or to make presentations outside the immediate work area
<input type="checkbox"/>	Ability to formulate complex and comprehensive materials such as legal documents, authoritative reports, official publications of major scope and impact, etc., and/or to make formal presentations
Mathematics	
<input type="checkbox"/>	No mathematical ability is required
<input checked="" type="checkbox"/>	Ability to count accurately
<input checked="" type="checkbox"/>	Ability to add, subtract, multiply, divide and to record, balance, and check results for accuracy
<input checked="" type="checkbox"/>	Ability to compute, analyze, and interpret numerical data for reporting purposes
<input checked="" type="checkbox"/>	Ability to compute, analyze, and interpret complex statistical data and/or to develop forecasts and computer models

Vision, Perception & Cognition	
<input checked="" type="checkbox"/>	Close Vision (clear vision at 20 inches or less)
<input checked="" type="checkbox"/>	Distance Vision (clear vision at 20 feet or more)
<input checked="" type="checkbox"/>	Color vision (ability to identify and distinguish colors)
<input checked="" type="checkbox"/>	Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
<input checked="" type="checkbox"/>	Depth perception (three dimensional vision, ability to judge distances and spatial relationships)
<input checked="" type="checkbox"/>	Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)
<input checked="" type="checkbox"/>	Memory (short and long term)
<input checked="" type="checkbox"/>	Multistep Procedures
<input checked="" type="checkbox"/>	Multitask (more than one task at a time)
<input checked="" type="checkbox"/>	Teamwork (able to handle conflict or disagreements appropriately)
Other	
<input type="checkbox"/>	Additional comments regarding mental capability requirements:

Working Conditions:

- Typical dealership repair / office / field environment. Frequent vehicle travel.

Equipment/Device Operations:

List all computers, peripherals, and other hardware required to perform this job:	List all computer software experience required to perform this job:	List of all office machines required to perform this job:
PC or Laptop, iPad, keyboard, mouse	Outlook, Word, Excel, PowerPoint (or equivalent), ASPEN preferred	Telephone, Photocopier, Scanner, etc.
List of any other machines (including heavy equipment) required to perform this job:	List all tools involving manipulation that are required to perform this job:	List all vehicles that must be operated to perform this job:
Large Farm Machinery		Motor vehicle

Please enter any additional equipment used (such as electrical modalities, etc.) not listed in the table above:

Commitment to the Company's Principles of Managing and Working Together:

Even with activities around the globe and worldwide production, CLAAS remains a family company. A company in which everyone has a shared idea of how we should work together.

- **Respected.** Every CLAAS employee deserves to be respected as a person and recognized for the work that he or she does. CLAAS employees demonstrate Respect to one another in how they communicate with and behave towards one another.
- **Involved.** Working together cooperatively in our company requires that staff are involved both in forming opinions and in making decisions. CLAAS employees demonstrate Involvement by sharing their opinions in a manner that helps solve problems and make decisions that benefit the organization.
- **Reliable.** CLAAS employees work together based on credibility, loyalty and trust. CLAAS employees demonstrate Reliability through their integrity, attendance, and commitment to accomplish goals on time and with high quality.
- **Prepared to change.** As a company, we will be especially successful if we understand and view constant change as an opportunity. CLAAS employees demonstrate their Preparedness to Change through their willingness and ability to adapt in order to capitalize on opportunities and continuous improvement.

Statement of Understanding:

The above statements are intended to describe the general nature of the work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Discover Columbus, Indiana:

Looking for a place that blends welcoming community vibes with a bold architectural spirit? Welcome to **Columbus, Indiana** — a hidden gem in the heart of the Midwest where small-town charm meets world-class design! Located in Bartholomew County about 45 miles south of Indianapolis, Columbus is home to approximately 50,000 residents and is often celebrated as one of the most architecturally significant small cities in the United States.

What sets Columbus apart is its bold commitment to design. Through a visionary public-private partnership that began in the mid-20th century—spearheaded by J. Irwin Miller of Cummins Inc.—the city invited internationally renowned architects such as Eero Saarinen, I.M. Pei, and César Pelli to design public buildings, schools, churches, and parks. Today, Columbus boasts more than 70 notable buildings and landscapes designed by a roster of modernist legends, making it a destination for design and architecture enthusiasts from around the world.

Columbus is also an important hub for advanced manufacturing and engineering, anchored by Cummins Inc., a global leader in engine and power technology. The city's economy benefits from a diverse industrial base, a skilled workforce, and strong civic collaboration that supports innovation and quality of life.

Beyond architecture and industry, Columbus offers vibrant cultural attractions, public art, walkable neighborhoods, and family-friendly amenities. Its commitment to education, community development, and inclusivity has earned it national recognition as a model for small-city excellence. With a unique mix of creative legacy, economic strength, and small-town warmth, Columbus, Indiana continues to thrive as a forward-thinking community rooted in purpose, design, and innovation. [Click here](#) to learn more!



About Cornerstone Executive Search – Kansas City:

Cornerstone Executive Search – Kansas City (CKC) is a leading retained executive search firm based in Prairie Village, Kansas that helps great companies recruit great people. For more than 40 years, Cornerstone Executive Search – Kansas City has excelled in serving its client companies with executive talent acquisition, leadership development and career transition services across the Central Midwest region of the United States. Cornerstone Executive Search – Kansas City has successfully completed more than 1,600 retained executive search assignments for C-suite, President, Vice President, Director and Senior Management-level positions. To inquire about how Cornerstone Executive Search – Kansas City can serve your executive talent acquisition needs, please [click here](#) to visit our website.

Please send resume or referrals to:



CELEBRATING 40 YEARS IN EXECUTIVE SEARCH
5200 W 94TH TERR., SUITE 202, PRAIRIE VILLAGE, KS 66207
PHONE: (913) 754-2095
blaken@cornerstone-kc.com
PROJECT: 25-06-1181
CONSULTANTS TO MANAGEMENT IN EXECUTIVE SEARCH
MORE THAN 1600 RETAINED SEARCHES COMPLETED