Cornerstone Executive Search has been exclusively retained by AgriVision Equipment Group - PrairieLand Partners to conduct their search for a new Service Operations Manager

SERVICE OPERATIONS MANAGER

AgriVision Equipment Group - PrairieLand Partners

Fast Facts

- **Location:** Pacific Junction, Iowa (greater Omaha metro); McPherson, KS (greater Wichita area), or Winterset, IA (greater Des Moines metro); or within 31 location geography
- **Reports to:** Director of Aftermarket.
- **Industry:** Agricultural Equipment / John Deere Dealerships / Aftermarket Service.
- **Scope:** Enterprise service operations across approximately 31 locations and a technician workforce of approximately 400.
- **Leadership:** Service Performance Specialist team and Service Training team, including the Tech Institute Manager.
- **Travel:** Regular travel across the dealership network; higher travel during the first year.

The Organization

AgriVision Equipment Group and PrairieLand Partners (AVE-PLP, LLC) bring together two established John Deere dealership organizations with a shared purpose: to lead agriculture in rural America. Formed through a joint venture in 2022, the organization combines deep local relationships with the resources, technology, and expertise of a broad dealership network.

With more than 100 years of agricultural heritage, AVE-PLP serves customers across western Iowa, eastern Nebraska, central and eastern Kansas, and northwest Missouri. AgriVision Equipment and PrairieLand Partners continue to operate under their established brands, supporting customers with equipment, parts, service, and evolving agricultural technology.

The company's Guiding Principles—Integrity, Servant Leadership, Courageous Innovation, and Performance—shape how its teams serve customers and work together. AVE-PLP is investing in its aftermarket business, internal Tech Institute, and school partnerships to develop the people and capabilities agriculture will need in the years ahead.

Learn more about AgriVision Equipment | PrairieLand Partners

The Opportunity

As agriculture becomes more connected, automated, and technologically complex, the service experience must evolve with it. AVE-PLP is seeking a leader who can help its service teams meet today's demands while preparing the business for what customers will need next.

This role offers enterprise-wide influence within an organization that sees aftermarket service as central to its future. The Service Operations Manager will shape service programs, strengthen the technician pipeline, develop service leaders, and turn promising ideas into practices that work across the dealership network.
The opportunity includes close partnership with the Director of Aftermarket and exposure to broader dealership leadership. For a strong performer, the role may provide a path toward expanded aftermarket leadership responsibilities as organizational needs evolve.

The Position

Reporting to the Director of Aftermarket, the Service Operations Manager is responsible for advancing the performance, consistency, and growth of service operations across AVE-PLP. This leader will directly manage the Service Performance Specialist team and Service Training team, including the Tech Institute Manager, and work closely with regional and dealership leaders to translate strategy into execution.

The role combines strategic development with practical support for the field. Priorities include standardizing service processes, improving technician productivity and billed hours, building service programs, and using enterprise and customer data to identify opportunities. Through the Service Performance Specialists, this leader will also support service manager onboarding, development, and day-to-day operational problem solving.

Working with IT, marketing, HR, parts, and sales, the Service Operations Manager will evaluate systems improvements, AI and automation opportunities, maintenance agreements, and new service models. Success requires earning buy-in across locations and helping teams adopt and sustain changes. Tactical warranty processing and technical support are coordinated through the Aftermarket Support Manager, allowing this role to focus on service performance, people development, and future growth.

The Ideal Candidate

The ideal candidate understands what makes a dealership service business perform and can apply that knowledge across multiple locations. They bring the curiosity to develop new ideas, the judgment to test them, and the ability to build support among leaders who own execution at the store level.

This person enjoys coaching people and stays close enough to the business to understand the realities of the service office and shop floor. They use data to guide decisions, communicate clearly, and bring accountability without losing sight of the teams and customers they serve.

Experience within a John Deere dealership is preferred. Leaders from other agricultural equipment brands, construction equipment dealerships, or multi-location automotive service organizations may also bring relevant experience. Cultural alignment, leadership capability, and the ability to improve service operations at scale are essential.

Key Responsibilities

- **Service strategy and performance:** Partner with the Director of Aftermarket to establish service priorities that support sustainable profitability, customer retention, and long-term growth. Balance future planning with practical execution across locations.
- **Common practices and process improvement:** Develop, implement, and continuously improve service processes and procedures. Address performance gaps, improve technician productivity and service throughput, and align practices with company standards and manufacturer requirements.
- **Service Performance Specialist leadership:** Lead, coach, and manage the team that supports service execution at the dealership level. Set clear priorities, expectations, and measures of success; use field feedback to improve processes and support.
- **Service manager development:** Strengthen onboarding and development for service managers through the Service Performance Specialists. Build capability in service office processes, technician leadership, recruiting, customer communication, and operational problem solving.
- **Training and Tech Institute leadership:** Direct the Service Training team and Tech Institute Manager. Align training for service managers, technicians, and parts personnel with business priorities; evaluate training effectiveness and strengthen career development.
- **Technician recruitment and retention:** Collaborate with HR, marketing, dealership leaders, and education partners to improve technician recruiting, onboarding, development, and retention. Support growth of the internal Tech Institute and John Deere Ag Tech partnerships.
- **Service program development:** Design, implement, and refine programs that improve customer retention, service absorption, and aftermarket profitability. Partner with parts, service, sales, and marketing to develop executable, measurable offerings, including maintenance agreements.
- **Data and operational insight:** Analyze enterprise service, technician, and customer data to identify trends, risks, and opportunities. Translate findings into actionable recommendations and track key performance indicators for dealership and executive leadership.
- **Technology and new service opportunities:** Partner with IT and other teams to evaluate platforms, system enhancements, AI, and automation. Explore emerging customer needs, service offerings, and support models; assess strategic fit, customer value, and financial viability.
- **Pilot programs and scalable execution:** Develop and test new service concepts, evaluate results, and determine when to expand them. Establish the documentation, tools, training, processes, and metrics needed for successful rollout.
- **Cross-functional partnership and change leadership:** Build productive relationships with regional managers, dealership leaders, the Parts Operations Manager, and the Aftermarket Support Manager. Earn support for changes, coordinate implementation, and reinforce accountability and sustained adoption.

Qualifications

Required Experience

- Experience in service operations, aftermarket management, or dealership operations, with a strong understanding of service performance drivers.
- Demonstrated experience leading teams, coaching leaders, and driving process improvement across a complex operation.
- Ability to connect strategic priorities with practical dealership-level execution and measurable business outcomes.
- Strong analytical problem-solving skills and experience using service, technician, customer, or financial data to guide decisions.
- Experience developing and executing service programs, training initiatives, or operational improvements.
- Proven ability to lead change, build buy-in, and influence teams and leaders without direct reporting authority.
- Strong communication, organizational, and collaboration skills, with the ability to work effectively across functions and locations.
- An innovative, growth-oriented mindset supported by operational discipline, sound judgment, and follow-through.

Preferred Experience

- Multi-location service or aftermarket leadership.
- Relevant experience with other agricultural or construction equipment dealerships, or multi-location automotive service organizations.
- Experience with technician recruitment and retention, service manager development, technical education, or school partnerships.
- Experience assessing technology, implementing systems improvements, or piloting new service offerings.

Key Success Metrics

- **Service profitability and absorption:** Progress and achievement toward sustainable enterprise objectives, in partnership with dealership and aftermarket leadership.
- **Billed hours and productivity:** Growth in customer-billed service hours through improved technician efficiency, development, and service capacity.
- **Technician retention and pipeline**: Improved retention, effective onboarding, and a stronger flow of trained technicians from internal programs and education partners.
- **Service manager capability:** Stronger service leadership, demonstrated through operational results, effective people leadership, and consistent process execution.
- **Program adoption and customer outcomes**: Sustained use of common practices and service programs, stronger customer retention, and improved service delivery.
- **Innovation and team effectiveness**: Successful pilots that can be scaled, measurable benefits from systems improvements, and clear execution by the Service Performance Specialist and Training teams.

Additional Expectations

- Be based within the dealership footprint, with Pacific Junction / Omaha preferred. McPherson / greater Wichita and Winterset / Des Moines may also be considered; location affects travel requirements.
- Travel regularly to dealerships, ride along with team members, and attend manufacturer and dealer performance meetings.
- Lead with Integrity, Servant Leadership, Courageous Innovation, and Performance. Support a healthy team culture through candid communication, collaboration, and accountability.
- Remain visible and accessible to field teams while maintaining discretion with confidential customer, employee, and business information.
- Maintain reliable transportation and a valid driver's license. Complete required pre-employment driving record, criminal history, employment verification, and drug screening.
- Relocation assistance may be considered for the right candidate based on individual circumstances.

Working Environment and Physical Requirements

Work includes office, dealership, shop, and occasional outdoor settings, with potential exposure to extreme temperatures, uneven terrain, insects, moving mechanical parts, fumes, airborne particles, vibration, and moderate noise. Follow company safety requirements and use required personal protective equipment.

The position requires the ability to stand, sit, walk, reach, communicate, use computers and telephones, and perform tasks requiring manual dexterity and close, distance, and color vision. Activities may include climbing, pushing, pulling, bending, stooping, kneeling, working in confined spaces, and safely operating tools and motor vehicles. Physical requirements include handling small loads up to 5 pounds, frequently moving objects up to 50 pounds, and occasionally moving objects up to 75 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Work may require extended hours, including evenings, weekends, and holidays, and rotating on-call responsibilities for up to one week at a time.

About Cornerstone Executive Search

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

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