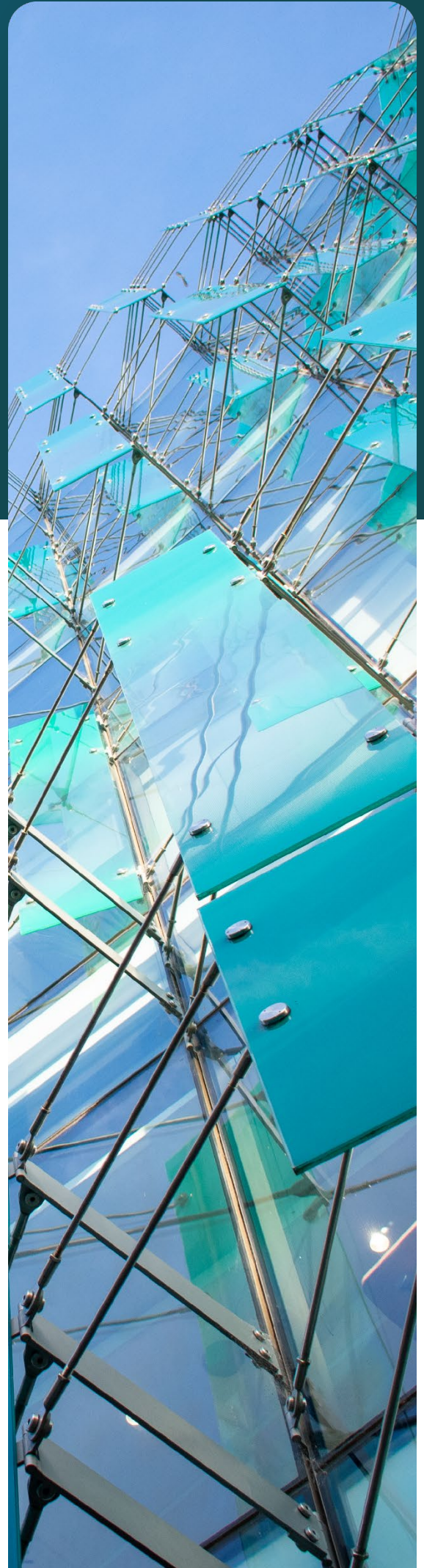


decipher

Agnition | New Ventures
Lead

Position Description and
Additional Information

7 September 2026



Position Description – New Ventures Lead – Agnition



Overview



Agnition Ventures is the commercial innovation and venture capital arm of Ravensdown, one of New Zealand's leading farmer-owned co-operatives. While Ravensdown remains focused on its core business of nutrient supply and soil health, Agnition operates as an agile subsidiary with a mandate to scout, build, and invest in high-potential AgTech.

By bridging the gap between global innovation and practical on-farm application, Agnition leverages Ravensdown's deep scientific heritage and extensive network of over 15,000 shareholders to rapidly test and scale technologies that ensure long-term productivity and sustainability for New Zealand's primary sector.

Position Purpose

The Head of Ventures is responsible for identifying, shaping, and scaling high-potential ideas into commercially viable ventures that deliver meaningful impact for New Zealand's agricultural sector. This role sits at the intersection of science, business, and on-farm application—leading the end-to-end venture lifecycle from opportunity identification through to incubation, commercialisation, and scale. The Head of Ventures ensures that promising technologies, intellectual property, and insights are transformed into investable, market-ready businesses that generate both financial returns and practical value for farmers and growers.



Position Dimensions

Reports to	GM Agnition	Date	April 2026
Direct Reports	Nil (potential to grow)	Total Reports	Nil
Operating Budget	Nil		
Capex authority	Nil	Delegated Authority	



Key Relationships

Internal

- Agnition Ventures team
- Ravensdown stakeholders
- Marketing, digital, and innovation support teams

External

- Industry Experts
- Innovation Labs
- Early-state start-up eco-system
- National agri partnerships
- Key customers and stake holders

Key Accountabilities:

As with all staff at Agnition staff, we would like you to contribute to the productivity and harmony of your team by displaying a positive attitude and a work ethic consistent with our culture. Below is a non-exhaustive list of the main accountabilities for this role.

Key Accountabilities

Health, Safety & Wellbeing

- Be aware of all identified risks in connection with your role respond to all incidents or material developments
- Comply with Occupational Health and Safety Legislation and Regulation's
- Ensure all Ventures safe work policies, procedures, and instructions are adhered to
- Take responsibility for your own health and safety and ensure no action or inaction on your own part harms others in the workplace

Innovation / Start Strategy

- Co-develop the growth strategy for the New Ventures function, including continuous scouting and evaluations of commercialisation potential of new tech, solutions, and science innovations that will help or hurt Ravensdown's core business
- Support our portfolio companies in developing their go to market approach, and commercial potential evaluation

Innovation Lifecycle

- Co-design and deliver the required innovation processes (e.g., innovation portfolio management, project management, governance, reporting, communication, etc.) with a focus on early phases of the innovation process
- Establish a flow of initiatives going through the lifecycle, from ideation through to validation
- Support the management of the pipeline of opportunities from idea to maturity and recommend investment choices across innovation pipeline
- Work closely with the Ravensdown Innovation & Science team to support R&D and product development

Innovation Portfolio Management

- Identify and manage the portfolio of priority opportunities
- Build and commercialise existing internal innovations around prioritised opportunities

Market Research

- In collaboration with Ravensdown experts, seek customer and market trends, disruptions, and opportunities to identify and validate problems
- Provide external views and perspectives back to the Ravensdown group

Stakeholder Engagement

- Educate and guide the broader Ravensdown business about their role in supporting and contributing to the exploration of new business ideas
- Instigate and oversee relationships with vendors who provide specialist capabilities and products

Strategic & Business Planning

- Participate and contribute to the preparation of annual business and strategic plans and corresponding annual operating budgets/forecasts
- Have goals targeting a successful return on total innovation investment
- Support new ventures in their strategy, go-to-market approach, commercial evaluation & customer interest measurement
- Articulate customer journeys, business models, business cases and plans to support the delivery of innovation outcomes

Leadership

- Support the GM and team as the team expands to enable them to contribute to the vision and strategic direction.
- Provide coaching and development opportunities to ensure existence of a strong talent pipeline

	Be a visible leader and supporter of sustainable farming solutions in NZ
Brand Reputation	Ventures' brand image is effectively and consistently managed in all collateral and communications
Compliance	Adheres to the appropriate financial, business, and human resources policies and procedures
Team support	We are a small team and have an expectation that everyone contributes to cross-functional projects where the need and priority is greatest, especially where your specific skills will have impact. This may involve working on projects outside of the core New Ventures space.



Knowledge, Skills and Experience:



Essential

At least 5 years' experience building ideas into viable commercial outcomes. This might be more project based internally **but** also could be a new venture.

Commercial acumen - demonstrate you have a solid understanding of the commercial levers that go into turning an idea into a business.

STEM based education or strong financial/business. Not exclusive

Some experience in innovation in general. Can demonstrate turning technology into \$. Preferably someone with experience around innovation process.

Can talk to various stakeholders - need a trusted set of hands. Confident, measured and considerate about how to interact, won't commit to things we shouldn't etc. Mindful of the impacts of decisions.



Desirable

Understands Agri sector

Someone that has familiarity with building financial business models for startups.

Someone with familiarity around market research – understanding market potential of new ventures.

Someone with familiarity of structuring value propositions and developing business models for new ideas



Job Family Competencies

Commercially Savvy	Capitalises on commercial understanding of the market, business, principles, drivers, opportunities and threats to enhance business processes, growth and quality.
Achievement / Drive Orientation	Highly motivated and driven to succeed irrespective of challenges and setbacks. Demonstrates tenacity in pursuing goals; shows courage and focus in the face of adversity or opposition.
Presentation and Communication	Logically analyses verbal information, drawing intended meaning and sound conclusions. Prepares clear, professional and compelling written materials. Presents informative, logical, factual arguments using a style appropriate to the audience.

Prioritisation	Juggles competing work demands by assessing priorities, managing expectations for self-and/or others to maximise productivity and efficiency.
Innovation and Problem Solving	Defines and solves complex problems relating to the role. Generates innovative solutions and encourages new ways of thinking in others. Creates an environment where open communication and two-way dialogue is encouraged and achieved.
Flexibility	Is open, flexible and adaptable to changes in work demands, people and situations.
Customer Orientation	Sees both internal and external customers as paramount and works to anticipate customer needs and ensure customer satisfaction

Our Process



OUTREACH AND ADVERTISING | Applications close 28 September

Potential candidates identified through targeted search; applications reviewed and responded to.



APPLICANT SCREENING | Late September / Early October

Initial screening of applications as they are received. This may include a discussion with candidates about their motivations for applying. We aim to run a timely and efficient process.



SELECTING AND SHORTLISTING | Early October

Once the role has closed our team will present the most qualified candidates to the client. Within this period, all applicants will receive notification of the status of their application.



CANDIDATE INTERVIEWS | Early to Mid October

Decipher Group prioritises a robust and consistent interview framework, based on a behavioural and competency-based assessment. Candidates will be advised of the interview structure and who will be present on the panel. All interviewed candidates will receive prompt feedback and will be advised of next steps once we have debriefed with the interview panel.



VETTING AND DUE DILIGENCE | Mid October

We conduct thorough background checks and referencing to further assess competencies of preferred candidate/s. Decipher Group utilises a third-party provider for pre-employment and probity checks such as criminal history, qualification, employment history and bankruptcy. Our team will notify you in advance prior to us contacting your referees. Throughout the entire process, candidate confidentiality and privacy remain an absolute priority.



DECISION AND ONBOARDING | Mid to Late October

Following a rigorous evaluation, a conditional offer of employment will be made, subject to the completion of the above stage. Our team will communicate regularly with both the client and the successful candidate during this period. At the conclusion of the recruitment process, all remaining candidates will be notified, with the opportunity for feedback.

New Ventures Lead – Shape future farming

- Find the opportunities others haven't seen
- Turn smart ideas into commercial ventures
- Help shape the future of New Zealand agriculture

Some people see an interesting idea. You see what it could become.

Agnition is looking for an entrepreneurial and commercially astute New Ventures Lead to uncover promising technologies and partnerships, assess their potential and lead the strongest opportunities towards commercialisation.

Naturally curious, action-oriented and energised by possibility, you will bring the commercial discipline to determine which ideas can genuinely deliver. Sound like you?

About Agnition

Agnition is the commercial innovation and venture investment arm of Ravensdown, one of New Zealand's leading farmer-owned co-operatives. It finds, builds and invests in high-potential opportunities that address real-world challenges across agriculture.

Backed by Ravensdown's scientific capability, industry expertise, extensive farmer network and commercial reach, Agnition can test promising technologies in real farming environments and accelerate their path to market.

Agnition's focus is clear: practical innovation that strengthens productivity, sustainability and long-term value for New Zealand's farmers and growers.

About the opportunity | Hunt. Test. Build.

Reporting to the General Manager, you will actively seek out emerging technologies, innovations and partnership opportunities from New Zealand and around the world, exploring their potential within New Zealand agriculture – particularly across soil health and nutrient management.

This is not a role where opportunities simply arrive on your desk. You will get into the market, build relationships and follow promising leads. You will validate the problem, test customer demand, assess commercial potential and build robust business and investment cases.

Working with scientists, founders, farmers and commercial partners, you will help move the strongest opportunities through validation and towards commercialisation. You will also support Agnition's portfolio companies to strengthen their commercial potential and go-to-market approach. Interested?

About you | Entrepreneurial energy. Commercial discipline.

You are an opportunity hunter who can spot potential, challenge assumptions and turn promising ideas into credible commercial propositions. You understand that a great idea only becomes a great venture when it solves a genuine customer problem and supports a viable business model.

To be successful, you will bring at least five years' experience across innovation, commercialisation, strategy consulting, product development, venture-building or a similarly commercial environment. Your background may be in engineering, science, technology or business; what matters is your ability to connect potential with commercial reality.

Confident researching markets, developing financial and business models and engaging with diverse stakeholders, you will combine energy and resourcefulness with sound judgement and commercial rigour. An understanding of agriculture would be valuable, but curiosity and a genuine appetite to immerse yourself in the sector are equally important.

Make your mark

This is a rare opportunity to help shape ventures that could materially influence the future of New Zealand agriculture. You will join an agile business with the capability, networks and ambition to take promising AgTech beyond the idea stage and into the field.

If you are ready to hunt down the next great opportunity – and build the case that brings it to life – we would love to hear from you.

How to apply

For a copy of the position description and to apply, visit the Decipher Group Opportunities page at <https://deciphergroup.co.nz/job-opportunities/>

To discover more about Agnition and Ravensdown, visit www.agnition.ventures and www.ravensdown.co.nz

To make a time for a confidential discussion about the role; contact Leanne Crozier by txt to 021 245 2224

Applications close: Monday 28th September 2026



Leanne Crozier
Director & Co-Founder
Decipher Group

Natural leader
Wordsmith
On point – on task
Connected

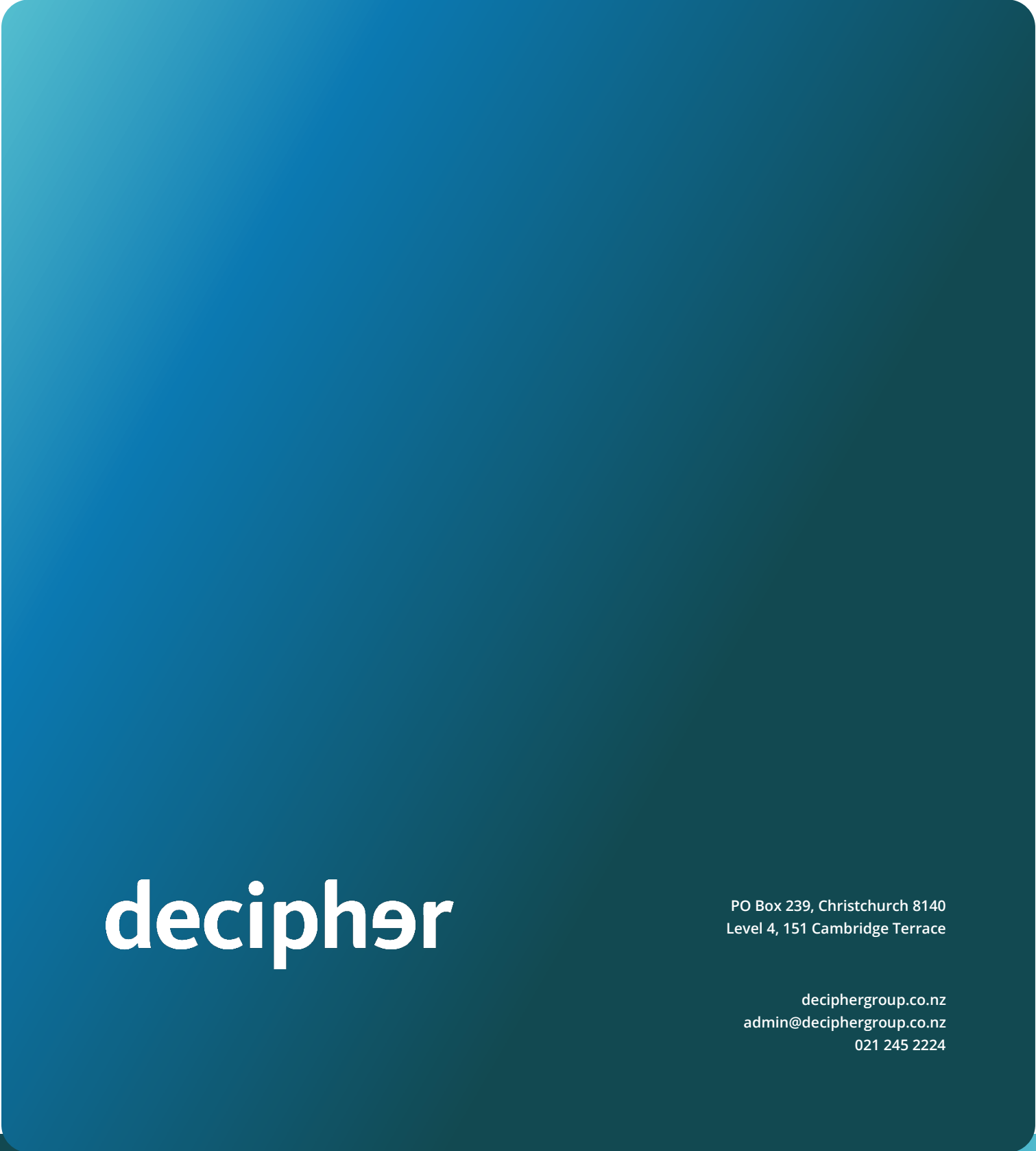
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Please do not email us your CV and Cover Letter. Please use the *Apply* Now link on our website.

Our Diversity, Equity and Inclusion Statement

Decipher Group cares deeply about helping individuals achieve their full potential and supporting organisations to thrive by working toward a more progressive future.

Fostering a culture of inclusion and belonging that truly values individual differences, backgrounds, and perspectives ignites creativity and new ideas – and this is part of what makes our team exceptional. For us, progress is the only goal worth benchmarking.



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