



**Position:** Product Specialist - Software  
**Department:** Emerging Markets Technology  
**Reports To:** Product Manager – Emerging Markets Software  
**Supervises:** None  
**Job Group:** Professional  
**Exempt or Non-Exempt:** Exempt

**Job Description:**

The **Product Specialist – Software** plays a critical role in owning and elevating the end-to-end customer experience for Emerging Markets technology solutions. This position serves as the connective tissue between customers, Sales, Account Management, Product Management, and internal support teams—ensuring seamless onboarding, strong adoption, and long-term customer engagement.

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

**Specific Duties Include:**

- Own and manage the customer experience lifecycle, including onboarding, adoption, engagement, renewals, and ongoing relationship health.
- Serve as a customer advocate by identifying friction points across Sales, Account Management, Service, Support, and Product teams.
- Gather, analyze, and synthesize customer feedback, usage trends, and experience metrics to identify improvement opportunities.
- Translate qualitative and quantitative insights into clear, actionable recommendations for leadership and cross-functional partners.
- Partner closely with Product Management to inform and influence product roadmap priorities based on customer needs and market feedback.
- Drive consistency in customer communication, messaging, and experience across internal teams.
- Support proactive customer outreach strategies to improve adoption, reduce churn risk, and strengthen long-term relationships.
- Independently prioritize work, manage competing initiatives, and deliver results in a fast-paced and evolving environment.
- Prepare and present customer experience insights, trends, and recommendations to leadership and key stakeholders.
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook.
- Conduct self in the presence of customers and community to present a professional image of RDO Equipment Co.

- Proactively seek and participate in available company-sponsored training, to develop and advance knowledge base and skill set.
- Participate in all company/location driven communication efforts, including open book meetings, huddles, department meetings and other related efforts.
- Maintain a positive and professional working relationship with peers, management and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.

**Job Requirements:**

- Able to communicate clearly with customers and explain technical topics in an easy-to-understand way.
- Experience working closely with Sales, Product, Account Management, and Support teams.
- Comfortable making decisions independently and using sound judgment.
- Able to review information, spot patterns, and turn findings into practical next steps.
- Well-organized, dependable, and able to manage work with minimal supervision.
- Comfortable with change and shifting priorities.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

**Essential Job Functions:**

<b>Activity</b>	<b>Never</b>	<b>Occasionally</b>	<b>Frequently</b>	<b>Constantly</b>
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting		X		
Walking			X	
Standing			X	
Bending (neck)			X	
Bending (waist)			X	
Squatting		X		
Climbing		X		
Kneeling		X		
Crawling	X			
Twisting (neck)		X		
Twisting (waist)		X		
Hand Use: Dominant Hand Right___ Left___			X	
Is repetitive use of hand required?			X	
Simple Grasping			X	
Power Grasping		X		
Fine Manipulation			X	
Pushing/Pulling		X		
Reaching (above shoulder level)		X		

Reaching (below shoulder level)		X		
<b>Lifting:</b>				
0-10 lbs.			X	
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.		X		
76-100 lbs.	X			
<b>Carrying:</b>				
0-10 lbs.			X	
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.		X		
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment			X	