

ROBERT BLAINE SCHMIDT

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Technical Product Manager | AgTech SaaS | Connected Equipment | IoT, Telematics & Precision Agriculture

PROFESSIONAL SUMMARY

Technical Product Manager with 15+ years of experience across precision agriculture, AgTech SaaS, connected equipment, IoT, telematics, embedded systems, and field data platforms. Certified SAFe Product Owner/Product Manager with expertise in product roadmap ownership, backlog prioritization, Agile delivery, API integrations, customer discovery, and cross-functional product execution. Deep knowledge of ISOBUS, J1939, CAN Bus, GPS/GNSS, ISOXML, field operations, dealer workflows, and agricultural equipment ecosystems.

CORE COMPETENCIES

Product Strategy | Product Roadmaps | Technical Product Management | Agile / SAFe Product Ownership | Backlog Prioritization | User Stories | Acceptance Criteria | Product Discovery | Voice of Customer | Go-to-Market Support | Product Launches | Stakeholder Management | Cross-Functional Leadership | API Integrations | SaaS Platforms | IoT | Connected Equipment | Telematics | Precision Agriculture | Field Data Workflows | Root-Cause Analysis

PROFESSIONAL EXPERIENCE

CNH INDUSTRIAL — Racine, WI / Remote

Technical Product Manager

July 2021 – June 2026

CNH Industrial is a global leader in agricultural and construction equipment, operating brands including Case IH, New Holland, and Raven Industries.

- Own product roadmap priorities for connected equipment, precision agriculture, telematics, and digital platform capabilities across CNH and Raven-integrated solutions.
- Translate customer, dealer, field support, engineering, and business requirements into prioritized product features, user stories, acceptance criteria, and release-ready backlog items.
- Lead cross-functional product execution with engineering, UX, quality, support, marketing, dealers, and business stakeholders to deliver connected equipment and field data capabilities.
- Drive root-cause investigations for field-reported product issues, coordinating engineering, quality, support, and dealer teams to improve product reliability and customer experience.

- Support go-to-market planning, release readiness, internal enablement, and dealer-facing communication for new digital, connected equipment, and precision agriculture features.
- Apply domain expertise in ISOBUS, J1939, CAN Bus, GPS/GNSS, telematics, ISOXML, equipment data, and field workflows to guide technical product decisions.
- Partner with stakeholders to evaluate customer pain points, define product requirements, validate solutions, and improve digital workflows for operators, dealers, and agronomic users.
- Contribute to product lifecycle planning, including feature prioritization, enhancement requests, defect resolution, technical debt, and end-of-life considerations.

FARMERS EDGE — Winnipeg, MB / Remote

Senior Precision Ag Specialist, Precision Agriculture
March 2017 – July 2021

Farmers Edge is a global AgTech company delivering data-driven precision agriculture solutions including field data management, satellite imagery, variable rate prescriptions, analytics, and connected weather networks.

- Led product strategy, roadmap input, and field validation for FarmCommand, a SaaS-based precision agriculture platform supporting digital agronomy, field data, analytics, and equipment connectivity.
- Translated grower, agronomist, operations, and field support needs into product requirements for software, mobile, data, and equipment-integrated workflows.
- Supported development and improvement of digital tools for variable rate technology, prescription management, field data collection, telematics, and agronomic decision support.
- Partnered with product, engineering, operations, and customer-facing teams to identify workflow gaps, prioritize enhancements, and improve usability across precision agriculture solutions.
- Provided technical expertise on GPS/GNSS, CAN Bus, field controllers, rate control systems, data collection, and equipment integrations.
- Supported customer adoption, troubleshooting, and field implementation of connected agriculture technologies across diverse equipment brands and farm operations.

CHS INC. — Inver Grove Heights, MN

Precision Ag Technology Specialist, Agronomy Technology
May 2009 – March 2017

CHS Inc. is a leading U.S. farmer-owned cooperative and global agribusiness providing agronomy, crop protection, grain, food, energy, and technology services.

- Supported precision agriculture technology strategy, implementation, and field support across agronomy retail operations, growers, and internal teams.
- Deployed and supported GPS guidance systems, variable rate controllers, section control systems, field data platforms, and telematics tools.

- Provided technical support and training for precision agriculture hardware, software, data workflows, and equipment integrations.
- Collaborated with agronomists, sales teams, growers, and technology vendors to improve adoption of precision agriculture tools and digital field workflows.
- Diagnosed equipment, controller, GPS/GNSS, CAN Bus, and field data issues to improve system performance and customer experience.
- Gathered Voice of Customer feedback from growers, agronomists, and field teams to inform product improvements, vendor discussions, and technology decisions.

ADVANCED ENERGY INDUSTRIES — Fort Collins, CO

Electronic Technician / Engineering Associate – Sustaining Engineering March 1991 – May 2009

Advanced Energy Industries is a global provider of precision power conversion, measurement, and control solutions for semiconductor and industrial applications.

- Performed electronics troubleshooting, diagnostics, repair, testing, and root-cause analysis for complex power electronics and embedded systems.
- Collaborated with engineering and manufacturing teams to improve product quality, technical documentation, serviceability, and production support.
- Built foundational expertise in electronics, systems diagnostics, technical documentation, hardware validation, and cross-functional engineering support.

EDUCATION

Northeastern Junior College — Sterling, CO

Associate of Applied Science, Electronic Engineering Technology — 1989

Advanced Energy University — Fort Collins, CO

Technical Development Program — Completed 2009

CERTIFICATIONS

Certified SAFe 5 Product Owner/Product Manager — August 2022

Florida Commercial Driver's License, Class A — 2025

TECHNICAL SKILLS

Product Management and Delivery

Product Management: Product Strategy, Roadmap Ownership, Backlog Management, User Stories, Acceptance Criteria, Product Discovery, Product Lifecycle Management, Product Launch, Go-to-Market Support, Voice of Customer, Stakeholder Management

Agile / Delivery: SAFe, Scrum, Kanban, SDLC, Sprint Planning, Release Planning, Cross-Functional Execution, Azure DevOps, Jira, Confluence

AgTech / Equipment: Precision Agriculture, Connected Equipment, ISOBUS, ISO 11783, J1939, CAN Bus, GPS/GNSS, ISOXML, NMEA 0183, NMEA 2000, Telematics, Variable Rate Technology, Section Control, Field Controllers

Platforms / Systems: CNH FieldOps, Raven Technology, FarmCommand, John Deere Operations Center, Trimble Ag, Ag Leader, Climate FieldView, QGIS, ArcGIS

Data / Integration: API Integrations, Field Data, Equipment Data, Agronomic Data, Data Interoperability, SaaS Platforms, IoT Systems, Mobile Applications, Embedded Systems