

Our client is a multi-national crop protection company with an established and effective portfolio of products and business across Canada. As an entrepreneurial-minded leader for the Canadian business unit, you will work closely with the front-line team to achieve sales goals, Canadian managers to ensure continued profitability, and global leadership team to drive the strategic direction of the company.

## General Manager – Canada

Home-Office, Western Canada

Reporting to the Vice President – North America, you will:

- Collaborate with the global leadership and Canadian business team to develop, implement and achieve short- and long-term objectives, plans
- Interpret marketplace and competitor data from the Canadian and international agriculture industry to identify opportunities for growth, and strategies to adapt commercial plans to meet emerging market demands
- Oversee the creation of the go-to market strategies, planning activities, delivery objectives, and ensure a coordinated integration of the Canadian business unit to global sales strategies
- Strive for exceptional customer service by ensuring all elements of the value chain, retail channels and distribution plans meet or exceed market demands
- Operate the business unit with strong financial acumen and a focus on top- and bottom-line results by ensuring the company achieves revenue targets, cash flow goals and operational efficiencies
- Be a mentor, coach and leader as you grow the Canadian sales and operations staff professionally and personally, while attracting and retaining talented Ag-professionals

Your background includes:

- 10+ years' experience in a senior leadership/management position within the crop protection industry. Direct experiences in sales, marketing and/or operations of an Agri-business in the Canadian market is necessary for success
- A Bachelor's Degree in (Agri)Business, Commerce or related field, and preferably an MBA/Master's Degree
- Extensive knowledge of the Canadian agriculture industry, with a thorough understanding of the technical elements of crop protection products and global supply chains
- A proven ability to lead, inspire and develop sales teams with strong interpersonal and presentation skills
- An innate ability to build and leverage relationships with internal stakeholders, customers and partners
- A successful track record of synthesizing complex, raw data to develop and execute short- and long-term strategies, policies and plans
- Seasoned business acumen paired with strong financial knowledge related to budget development, capital expenditure and resource allocation

This position requires quarterly overnight travel to the USA and annual international travel for global leadership meetings.

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at 416-868-4888 Ext. 5 quoting "General Manager – Canada #190603"

LITHERLAND  COMPANY

Placing Leaders in Canadian Agriculture