

Our client is a Canadian owned progressive and innovative leader in animal livestock nutrition. As the Vice President of Sales, lead the national sales strategy across and guide the sales team to create profitable opportunities for livestock and poultry farmers. Strive for growth and increased market share, while creating a cohesive and coordinated approach to the Canadian market. Your ability to build and continuously improve businesses will also contribute to healthy food and improved lives in this rewarding senior leadership role.

Vice President of Sales

Cambridge, Ontario

Reporting to the President & CEO, you will:

- Develop, implement and manage the company sales strategy to ensure business divisions, products and services are positioned effectively in strategic Canadian markets with the goal to maximize profits
- Collaborate with the Senior Leadership team to define long-term sales objectives and marketing strategies aligned with the company's overall vision and mission with the goal to increase market share
- Create short-term business strategies to capitalize on opportunities in existing markets, while using customer and market data and analysis to develop growth plans to penetrate new markets
- Lead, inspire and coach divisional Sales Managers to develop a cohesive and customer service-oriented sales teams across all business units
- Manage and monitor the company's sales activities by establishing performance targets, KPIs and feedback mechanisms to motivate and incentivize the sales team
- Build a high-performing culture to attract, develop and retain talent to support growth and succession planning, while maintaining company values and principles
- Develop the annual sales budget, build profit margins, improve operating efficiencies and position the company for growth across the animal nutrition value chain
- Identify opportunities to introduce new sales channels, grow existing customer segments, and integrate acquisitions to take advantage of cross sales strategies and synergies
- Communicate sales objectives and coordinate a national strategy for business growth in Eastern and Western Canada that promotes a culture of accountability, winning and transparency

Your background includes:

- 10+ years' experience in a sales and operational management position with a proven track record of new business and market development accomplishments managing multiple business units
- A Bachelor's Degree in (Agri)Business, Commerce, Agriculture or related field, paired with an MBA
- Extensive knowledge of Canadian agriculture markets with a focus on animal nutrition
- Demonstrated planning and strategic leadership experience that includes negotiating and closing large deals, developing sales plans, budgets and performance evaluation metrics
- Proven ability to lead and inspire sales teams with an entrepreneurial mindset and big picture thinking
- Strong business and financial acumen, paired with strong verbal and written communication skills to coordinate and execute plans at all levels within the business and with suppliers and customers
- Ability to travel across Canada for meetings, training, and industry events approximately 40% of the time

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at 416-868-4888 Ext. 5 quoting "Vice President of Sales #200520"

LITHERLAND  COMPANY

Placing Leaders in Canadian Agriculture