

With their legacy of first-class bio-stimulant and plant nutrition products and decades of R&D, our client continues to make a significant contribution to plant health and nutrition across Canadian agriculture. Based on an excellent global track record, the company's success in the Canadian market is due to product innovation and a strong sales, marketing and product development team. This Canadian leadership position has national responsibility and accountability for business and commercial strategy and driving sales, achieving profit goals and increasing market share.

Canadian Commercial Director Western Canada (home based)

Reporting to the Regional Vice President, you will:

- Manage and lead the Canadian business with a top- and bottom-line results focus by developing annual budgets, and product distribution and pricing plans to deliver profitable revenue growth.
- Develop and implement sales strategies and growth plans, while providing direction to enhance key product categories, market segments and selling techniques.
- Manage and mentor a team of Sales Representatives to drive sales through a retail distribution business model with exceptional customer service.
- Grow the Canadian sales and operations staff professionally and personally, while attracting, training and retaining new talented Ag-professionals.
- Monitor individual and team sales performance through KPI development, regional evaluations and target setting, and hold individuals accountable for delivering results.
- Enhance the Canadian business by focusing on operational efficiencies and working closely with the Applied Research team to maximize product/technical knowledge transfer from R&D partners.
- Collaborate with, and report to, the Regional leadership team by providing sales and budget updates to align the Canadian business with overall company growth strategies.

Your background includes:

- A BA, BSc or BComm in Agriculture, AgriBusiness or Business Administration.
- 10+ years' experience in Sales and/or Marketing, with sales experience through account management of distribution channel partners.
- 5+ years proven success building, leading and inspiring sales teams, with accountability and management of sales budgets, targets and business development strategies.
- An innate ability to build and leverage relationships with customers and partners.
- Experience in the Canadian agriculture industry with passion for sustainable and profitable farm management practices.
- Solid business and financial acumen, and supply chain management, with the ability to analyse markets and identify new business opportunities using CRM software.
- Strong negotiating, influencing, conflict resolution and presentation skills with an entrepreneurial mindset and the goal to work for an innovative company.

This position requires significant travel across Canada (50%), with occasional travel to the United States for meetings and corporate events.

To explore, please call Brook Coatsworth at 416-868-4888 Ext. 5 or apply by email to bmc@litherlandco.com, quoting "Commercial Director – 200525."

LITHERLAND & COMPANY
Placing Leaders in Canadian Agriculture