

Our client is a global crop nutrition company with a reputation for innovation excellence and business success. They are looking for a Business Unit Manager to expand their Ontario operations to the next level. Hire, coach and motivate a sales team across the province as you develop sales strategies, retail partnerships and identify new opportunities to capitalize on. In this leadership role, use your vision, creativity and passion to drive growth in the plant and soil nutrition sector.

Business Unit Manager, Ontario

Ontario (home based)

Reporting to the General Manager - Canada, you will:

- Manage the P+L for the Business Unit, while identifying growth opportunities across Ontario for crop nutrition products.
- Develop and implement sales strategies and programs with the objective to maximize on-farm presence, sales volumes, customer retention and retail partnerships.
- Establish and manage sales forecasts, annual budgets, market analysis and performance reviews to drive the business development plan forward.
- Hire, train and manage a team of Area Technical Managers and Regional Sales Managers to cover the Ontario market, and provide coaching and mentorship to support product positioning and value-added seasonal campaigns.
- Identify and develop new market opportunities by evaluating the R&D pipeline and communicate objectives with the sales team to match products and consumer demands.
- Manage and grow business relationships with retail and distribution partners.

Your background includes:

- A BA, BSc or BComm in Agriculture, AgriBusiness or Business Administration is preferred.
- 5+ years' experience in Sales and/or Marketing, with experience managing a cost centre.
- Proven success building, leading and inspiring teams in an environment of continuous change and improvement.
- Experience in the Ontario agriculture industry with passion for sustainable and profitable farm management practices.
- Solid business and financial acumen, with the ability to analyse markets and identify new business opportunities.
- Experience building and scaling business development plans from scratch is an asset.
- 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 in Southwestern and Eastern Ontario, with occasional travel across Canada for meetings and events.

To explore, please call Brook Coatsworth at 416-868-4888 Ext. 5 or apply by email to bmc@litherlandco.com, quoting "Business Unit Manager, Ontario – 200526."

LITHERLAND & COMPANY

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