

National Marketing, Cereals Calgary, AB

This newly created position will be accountable for establishing and achieving growth and profitability for our client's Canadian Cereals Seeds business.

Your key challenges will be to:

- Develop the marketing and sales programs to achieve growth and profitability in Cereals seeds market.
- Develop and present Strategic Business Plan and yearly budget plan.
- Develop and implement annual Wheat Market Campaign Plan, providing accurate and timely business forecasting estimates and Information through the regional business model.
- Enhance systems to monitor intellectual property protection.
- Develop and implement promotion and market support for region.
- Manage business-forecasting model including all elements of a P&L.
- Promote positive company image throughout the region enhancing business opportunities.

Your background will include:

- Bachelor's Degree [B.Sc] from in agricultural economics, business and marketing or agronomy; (MBA or Post-graduate education in Business Administration or Marketing Management would be an asset)
- Strong agronomic wheat background and knowledge of Canadian Seed customers / market
- Understanding of finance, financial analysis, product development and promotion, production logistics, distributor management
- Knowledge/familiarity with the Variety Registration System (PRRCG) for cereals and CFIA processes

To be successful in this position you will possess:

- Minimum of 10 years of experience in strategic marketing and/or sales
- Critical technical, professional and personal capabilities
- Communication Skills- skills required to communicate, build consensus and work within a team, negotiate with and influence others, resolve conflicts and effective selling, presentation and public speaking skills.
- Planning Skills- ability to plan, organize, prioritize, implement many activities simultaneously.
- Analytical, Strategic Thinking and Creative Skills- skills required to identify problems and opportunities, identify and implement unique and creative solutions
- Excellent leadership and management skills.
- Working knowledge of MS Office applications.

Offering a competitive salary and benefits, this position is located in **Calgary, Alberta** and requires frequent travel. Candidates must possess a valid driver's license and be legally able to work in Canada.

To investigate this opportunity, **please forward your resume to Lori Litherland at LITHERLAND & COMPANY SEARCH MANAGEMENT via email to LL@litherlandco.com quoting "File 91112" or call her at 416-868-4888 Ext. 2.**

*We thank you for your interest and will contact you if an interview is indicated.
All applicants must have Canadian legal work status.*