

Our Agribusiness client is a leader in the seed industry, dedicated to providing high-quality products and services to the global agricultural soybean industry. They are also committed to innovation and fostering strong relationships within the Canadian farming community. The Sales Director will be instrumental in leading sales operations, focusing on strategic planning, effective sales execution and team leadership. This role oversees sales targets, develops market strategies, and manages key relationships to drive growth.

Sales Director

Ontario or Quebec

Reporting to the Vice President, Sales and Marketing, you will:

- Lead and manage a team of two District Sales Managers and a Sales Coordinator to achieve seed sales objectives through distribution in Ontario, Quebec, and the Maritimes.
- Support the sales team and the network of retailers, while monitoring the sales program to ensure objectives are met for the company's products and services.
- Develop sales targets and strategies tailored to Eastern Canadian markets' needs and specificities, considering economic conditions, climate, and regional agriculture production practices.
- Identify and seek new retailers and partners to expand brand distribution in the region.
- Observe soybean seed market trends, prices, and competitor strategies to adjust sales tactics.
- Supervise licensing activities with partner organizations, ensuring effective strategies are used to maximize business opportunities and growth.
- Predict market needs based on seasons, agricultural trends, and weather conditions to ensure an adequate supply of soybean seeds for retailers.
- Coordinate closely with the commercial marketing, production, and logistics teams to meet sales objectives and ensure timely product delivery.
- Optimize inventory to ensure retailers have sufficient stock while avoiding shortages and excess.
- Mobilize and structure your team to ensure sales objectives are achieved.
- Build and maintain strong relationships with retailers, distributors, and business partners for smooth distribution and effective product promotion.
- Analyze sales results, track key performance indicators (KPIs), and adjust strategies to maximize revenue.
- Manage the budget allocated to sales, promotions, and marketing to maximize the effectiveness and profitability of sales activities in the region.

Your background includes:

- 3+ years of sales leadership experience in the agriculture, agri-food, or seed industry.
- A Bachelor's degree in Business, Agribusiness, Plant Science, or a related field is an asset.
- Natural leadership abilities to persuade and sell products, with a passion for agriculture.
- Excellent knowledge and experience in the Ontario, Quebec, and the Maritimes agriculture sectors, crop production and supply chains.
- Essential bilingualism (English and French) to regularly contact individuals in Ontario and Quebec.
- Being a member of the Ordre des Agronomes du Québec or holding a CCA in Ontario is considered an asset.

This leadership role offers remote work, with travel expected to be approximately 40% of the time to attend team meetings, industry events, and client-related meetings in Eastern Canada.

LITHERLAND & CO

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 **"Sales Director - 250604"**

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.