

Our client is a global leader in agricultural equipment, headquartered in the Greater Toronto area, with sales and distribution across the country. The Director, Agriculture Products will shape the strategic direction, product portfolio, and market presence of its Canadian agricultural business. This leadership role offers the opportunity to influence product strategy at a national level, work with international partners, and lead a team driving growth in a dynamic, competitive market. You will oversee the complete product lifecycle—from identifying market opportunities to successful product launches and lifecycle management—ensuring alignment with both Canadian market needs and global objectives.

Director, Agriculture Products

Greater Toronto Area

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

- Define and execute the strategic product plan for the Canadian agricultural portfolio, positioning the business for sustainable growth.
- Oversee product lifecycles, from roadmap development and prioritization to new product introductions and phase-outs, ensuring alignment with dealer and market needs.
- Collaborate with global product teams to leverage shared innovations, technologies, and best practices.
- Build strong relationships with dealers to gather market intelligence, identify emerging trends, and respond to gaps or competitive pressures.
- Monitor market conditions, competitive activity, and customer preferences to guide product and pricing strategies.
- Partner with sales, marketing, finance, and supply chain to create integrated go-to-market plans that meet revenue, market share, and profitability targets.
- Collaborate with sales operations on incentive strategies to support both retail and wholesale growth.
- Lead forecasting processes, balancing demand planning with supply chain capabilities and market realities.
- Recruit, develop, and lead a high-performing product team with expertise across core agricultural segments, including hay, tillage, tractors, and technology.
- Foster collaboration across departments to ensure the dealer network is equipped to execute sales and growth plans.
- Represent the organization at trade shows, industry events, and dealer meetings, building visibility and engagement across the market.

Your background includes:

- University degree or equivalent combination of education and experience, preferably in an Agriculture related field.
- 10–15 years of product management or sales management experience in the agricultural equipment sector or closely related industries.
- In-depth understanding of the Canadian agricultural market, dealer networks, and competitive landscape.
- Demonstrated success in leading product strategy from concept to market delivery.
- Strong cross-functional leadership skills with experience in budget management and strategic decision-making.
- Exceptional communication and presentation abilities; bilingual proficiency is an asset.
- Based in the Greater Toronto Area with the ability to be in the office three days per week and flexibility to travel within Canada and internationally.

This Director role will include some travel, approximately 20-30% of the time, to meet with clients and partners, attend industry events and support business activities in Canada, the United States and globally.

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 **"Director, Agriculture Products - 250730"**

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.