



Rabobank

This leadership position is an opportunity to grow Rabobank's presence in the agricultural market in Canada. The Head of Rural Business Canada will develop the business from the ground up while leveraging existing North American and Global Rabobank Farm Finance expertise, systems, and partnerships. Bring your innovative problem solving, entrepreneurial savviness, and highly collaborative leadership approach to this role and together with your team, build out a reputable market presence. You will be responsible for full profit and loss, annual financial budgets, and commercial growth strategies. Establish hiring objectives focused on relationship management and customer excellence and develop a team of experts around you to tap into your professional network and expertise with Canadian agricultural producers as you gain market share.

Head of Rural Business Canada

Western Canada (Remote)

As the Head of Rural Business in Canada you will:

- Need to be a successful leader who is an innovative problem solver, entrepreneurial pioneer, and a highly collaborative leader with a strong focus on building relationships and leveraging a professional network.
- Establish Rabobank's Rural Business in Canada and develop a team of experienced Relationship Managers and Financial Analysts to execute on the objectives of the market entry, customer engagement, and commercial growth strategy.
- Analyze business opportunities and lead the Canadian team to develop and implement the strategic and cultural visions that focus on client-facing interactions, an excellent customer experience and retained business.
- Establish, direct, and oversee all sales management activities, including yearly marketing budgets, strategic planning, and provide expertise to facilitate write up and closing of loans and sale of financial products.
- Plan, manage and direct all aspects of the Canadian business and resources, including expense and profitability, with a continual review of Canada to gain process efficiency in marketing, production, collections, and training.
- Maintain a sound plan of corporate organization by establishing policies to ensure adequate hiring budgets, management development, corporate and specialized training, and capable management succession.
- Ensure appropriate processes are followed by the team for an effective loan closing process to meet customer needs for both new loan requests and servicing actions: partial releases, modifications, and assumptions.

Reporting to the Head of Rural Business, North America, you will:

- Be the face of the Bank to the market and demonstrate thought leadership with clients and stakeholders.
- Be the Canadian agriculture banking expert and share key learnings with a global network of colleagues within the Bank to successfully gain market share in Canada and grow Rabobank's profile in the market.
- Provide direction that supports the overall Rural Canada growth strategy and be accountable for annual production goals for the country.
- Focus on customer service and coach the Rural team in a manner that facilitates communication between all departments in the Canadian business to deliver a high level of service to Rabobank customers across the country.
- Work closely with the colleagues of the Rabobank Wholesale team to grow our market position together through joint deals.
- Collaborate with the North American and Canadian marketing teams to align rural Canada's marketing and communications plans with the Canadian and larger regional business objectives.
- Manage the overall risk profile and culture of the rural agriculture market, working closely with the risk department to identify all first line of defense risks, and timely and accurately manage them.

Critical experiences and abilities you have are:

- Strong knowledge and experience in the Canadian (rural) Agricultural market.
- Knowledge and skills to execute the strategic business vision and be consistently aware of appropriate controls from an operational and credit risk perspective.
- Attention to detail when reviewing activity reports and financial statements to determine progress and status in attaining objectives, revising objectives and planning in accordance with current sector conditions.
- Collaborate with other members of a national, regional and/or global senior leadership team as an active participant in developing overall policies, processes, and strategic plans.

- Consistent communication with superiors to report and ensure alignment of a regional and global strategy.

Your background includes:

- Bachelor's degree in business, finance, economics, or agricultural related areas.
- Minimum of 10-15 years' experience in Agricultural lending, agricultural sales and/or banking operations.
- Must possess good human relations and communication skills and ability to exercise good judgment and needs to be able to work well under time constraints.
- Ability to read, analyze, and interpret risk in appraisals, financial statements, crop insurance reports, and other customer data.
- Ability to leverage entrepreneurial spirit to enter Canadian market with an agile and flexible way of working.
- Ability to quickly establish and maintain relationships with all key stakeholders and experience managing a sales force.
- Excellent communication skills required and must be able to manage cross organizational relationships.
- Experience in loan documentation including the perfection of liens and mortgages on real estate, crops, inventory, machinery, and real property throughout a commercial account team's operating range.
- A track record of demonstrating to an executive management team the ability to lead and inspire others to execute on corporate strategic objectives effectively and efficiently.
- Served effectively as a mentor to less experienced commercial and business development managers in the Canadian banking sector.
- Ability to communicate, market and sell Rabobank's Rural Banking products.

This is a remote, work from home, leadership opportunity with significant travel in the Western Canadian provinces. Rabobank is an equal opportunity employer to all employees and applicants and offers a competitive and comprehensive compensation package.

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 "Head of Rural Business Canada - 211007"

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.