

Our client is a global agricultural solutions company positioned to expand its operations in Canada. The Country Manager will define and execute the company's strategic vision nationally, driving sustainable and profitable growth through targeted sales initiatives, operational leadership, and relationship building. A combination of market knowledge, product expertise, and business management is needed to expand market share, strengthen customer loyalty, and ensure operational excellence. This position requires a hands-on leader capable of managing both commercial strategy and day-to-day operations while collaborating with global leadership.

## Country Manager

### Canada

Reporting to the President, you will:

- Define and execute a strategic growth plan for the Canadian market, aligning national business objectives with market opportunities.
- Manage daily operations and customer engagement with the primary focus on Canadian sales and marketing, while being supported by the global corporate services team, to foster a collaborative and high-performance work culture.
- Oversee distributor relationships, including the negotiation of pricing, payment terms, and product access, to ensure competitive positioning in the Canadian market aligns with strategic sales initiatives and long-term business goals.
- Identify, onboard and manage distributors and dealers, delivering product training and ensuring alignment with company values and strategic objectives.
- Develop long-term strategies to attract new customers, enhance supplier partnerships, and improve communication and distribution processes.
- Work with the global leadership team to secure new product lines, strengthen supply chain efficiency, and oversee inventory control, transportation, and fulfillment, as part of a long-term organic growth business plan in the Canadian market.
- Develop, lead, coach, and motivate a national sales team to achieve consistent sales performance, customer satisfaction and establish a stable product channel in Canada.
- Monitor team and business performance, providing regular reporting, data analysis, and progress updates to senior management and stakeholders.
- Represent the company at industry events, trade shows, and customer meetings across Canada, building brand presence and expanding market influence.

Your background includes:

- A bachelor's degree in Agriculture, Business, or a related field; an MBA is an asset.
- Proven success in agrochemical, crop protection, or agricultural solutions sales, with experience and interest in leading and growing commercial operations.
- Demonstrated ability to manage both strategic initiatives and daily operational functions.
- In-depth knowledge of the Canadian agrochemical market, distribution channels, and customer needs.
- Strong leadership skills with experience managing high-performing, cross-functional teams.
- Exceptional negotiation, relationship management, and communication skills.
- Strategic thinker with an entrepreneurial, goal-oriented approach to business growth.
- Strong organizational, business management, and problem-solving abilities.
- Willingness to travel extensively within Canada to maintain relationships and support business growth.
- Prior experience with major industry crop protection businesses is preferred.

Travel is required in this role primarily within Western Canada, with some travel to Eastern Canada, the United States and internationally. This is a remote leadership position with a competitive consultant compensation package.

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at **416-868-4888 Ext. 5** quoting **"Country Manager – 250707."**