

Our client is a Canadian-owned progressive and innovative leader in animal livestock nutrition. As the General Manager for Western Canada, you will oversee operations across British Columbia, Alberta, Saskatchewan, Manitoba, and Montana. This leadership role will focus on strategic growth in the region, directing high-performing teams, and developing market opportunities to expand the company's influence in animal nutrition across all species. This role blends planning, execution, leadership, and business development, providing the opportunity to contribute to regional and corporate success.

## Western General Manager

### Western Canada (Remote)

Reporting to the President, you will:

- Develop and execute the Western Canadian market strategy, working closely with Regional Sales Managers in British Columbia, Alberta and Manitoba to meet and exceed divisional targets.
- Manage a multi-functional team across the region, providing mentorship and fostering a collaborative, performance-oriented culture.
- Lead strategic planning for Western Canada as a member of the Strategic Leadership Team to integrate regional objectives with the company's national growth vision.
- Collaborate with cross-functional departments, including Sales, Production, Finance, and Supply Chain, to ensure alignment with operational goals and revenue growth.
- Direct financial planning and budgeting, ensuring profitability through cost optimization, resource utilization, and robust budget management for the region, across all divisions.
- Oversee business development initiatives, collaborating with Regional Sales Managers to explore new market opportunities and strategic partnerships.
- Monitor and analyze market trends and competitive landscape, adapting strategies to meet shifting demands, mitigate business risk and ensure business continuity.
- Establish performance metrics, KPIs, and accountability mechanisms to ensure excellence in sales and operations and best practice implementation to optimize resources.
- Build and sustain a high-performance culture, focusing on recruitment, retention, succession planning, and people, process and product innovation.
- Organize and lead regular team meetings, sharing strategic updates and providing channels for direct communication, including sales, town hall and Senior Leadership Team meetings.

Your background includes:

- 15+ years in senior management roles within the agriculture or animal nutrition sectors, with expertise in the Western Canadian and U.S. markets.
- Bachelor's or Master's degree in Business, Agriculture, Animal Science, or a related field.
- Demonstrated financial acumen and experience in P&L management, budget development, and cost optimization.
- Proven track record of driving business growth, with a strong focus on strategy execution and market development.
- Excellent communication, negotiation, and interpersonal skills for effective team leadership and client relations.
- Familiarity with the animal agriculture landscape in Western Canada, with an understanding of various livestock production segments (swine, poultry, beef, dairy and commodities).
- Strong analytical and problem-solving skills, with the ability to adapt to a dynamic market environment.
- Ability and willingness to travel extensively across Canada and the U.S.

This is a work-from-home leadership opportunity with extensive travel across the Western Canadian provinces (60%), Ontario for Strategic Leadership Team meetings, and the United States, as needed. Our client 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](mailto:bmc@litherlandco.com) or by phone at 416-868-4888 Ext. 5 quoting **"Western General Manager – LC240512"**

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.