

Our client is a well-established, Canadian owned agricultural solutions provider in Ontario with a primary focus on innovative products and services to support the success of the dairy industry. They have a strong presence and market share in Western Ontario and are looking to grow their business in the East. The Business Development Manager will lead growth strategies and customer engagement in the region. This leadership position is responsible for building relationships with dairy producers, connecting customers to the company's resources and expertise. Strong communication skills and a customer-first mindset with experience in sales, account management, or agricultural services are ideal for this new and exciting position.

Business Development Manager

Eastern Ontario (Remote)

Reporting to the General Manager, you will:

- Conduct regular on-farm visits to strengthen relationships, understand client needs, and ensure satisfaction across Eastern Ontario.
- Identify new sales opportunities and potential clients, supporting the strategic growth of the company's regional presence beyond its current base of operations.
- Collaborate closely with the local Account Manager and the broader operations team, including service, installation, and capital sales staff.
- Serve as a liaison to the market by connecting customers with internal specialists, technical teams, or centralized support resources to resolve issues or explore new business opportunities.
- Participate in company operations and planning discussions with the senior management team to align business development goals with broader strategic objectives.
- Support the company's team-oriented culture by communicating clearly across departments and leveraging centralized services such as the call center, inventory, and corporate support.
- Represent the company, values and industry partners at local agriculture events and meetings as needed to maintain visibility and build new relationships.

Your background includes:

- A post-secondary degree in business, dairy science, or agricultural business is an asset.
- Experience in business development, account management, or sales — ideally within the agricultural or dairy sectors, with the ability to communicate effectively with both producers and internal teams.
- A professional customer-focused approach with the ability to build long-term relationships and navigate a competitive, trust-based agricultural market.
- Strong listening, objection-handling, and follow-through skills in a collaborative team environment.
- High degree of independence and personal accountability in managing territory and customer needs.
- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint).
- Bilingualism in English/French is preferred but not required.

This management role will include some travel, approximately 40-50% of the time, to meet with clients, attend meetings, and support relationship-building across Ontario.

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 "Business Development Manager - 250411"

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.