

## Vice President, Business Development May 2022

### The Opportunity

Our local client is searching for a Vice President, Business Development (“VP”) reporting to the CEO to provide leadership and strategic vision to the pursuit of opportunities, building long-term growth and revenue for a new, large-scale manufacturing facility that is disrupting traditional food processing and supply chains by using sustainably farmed, Canadian-grown peas to produce Canadian-made pea protein isolate. This role will help create and execute a multi-channel business development strategy for Alberta’s largest pea wet fractionation plant.

During the initial start up phase of the venture, the VP will collaborate with the executive team to lead the development of customers, markets, and relationships in the global plant-based food space by:

- Gaining an understanding of existing target markets;
- Identifying emerging market trends;
- Identifying and validating key prospects thru research and analysis;
- Growing and developing an industry network;
- Establishing a strong customer market; and,
- Developing strategic, long-term relationships.

Operating as part of a lean, entrepreneurial team, the VP will easily transition between a variety of business development tasks, building from the ground up and be motivated by working in an emerging and dynamic ag-tech business in the heart of Western Canada.

### What you bring

The ideal candidate will be highly self-motivated, analytical, and able to knock down doors. Strategic by nature but willing to roll up the sleeves and contribute to the high performing operating team is key to the success of this position.

### Qualifications and Experience

- Bachelor's degree, MBA or similar;
- Minimum 10 years’ sales or business development experience, preferably in the food industry with a proven track record;
- Extensive knowledge of the food or food ingredient market;
- Outstanding verbal and written communication skills;
- Ability to thrive in a dynamic environment;
- Proven efficiency in identifying and resolving unforeseen situations;
- Demonstrated ability to work under pressure;

- Excellent planning and organizational skills;
- Entrepreneurial spirit and a strong interest in joining a team to bring a new venture online, offering up suggestions and thinking outside the box; and,
- Technologically savvy and particularly proficient with CRM software, being able to set up and roll out for company-wide use.

If you are seeking a challenging, once in a lifetime opportunity that provides the prospect of being part of the launch of a state-of-the-art food manufacturing business, please apply directly through LinkedIn with your professional cover letter and resume.

*We thank all candidates for their interest. Only those selected for interviews will be contacted.*