



Director of Sales

About the Company

Canada Royal Milk is a member of the Feihe International group of companies, Asia's number one infant formula brand. Canada Royal Milk is the only producer of infant formula in Canada, manufacturing quality products from Canadian cow and goat milk, ensuring the highest quality and nutritional value for our customers.

We are an international company with a multicultural workforce that is committed to diversity and inclusion. Our team members value and embrace different perspectives and new ideas.

What We Offer

The opportunity to build and grow a progressive company, competitive wages, and extended health benefits.

What We Look For

Curiosity, commitment to learning, and a winning mindset.

About the Role

Reporting to the General Manager, the Director will be responsible for driving all Sales functions and operations to increase revenue and profits. This individual is responsible for achieving quarterly/annual sales goals, developing distribution channels in conjunction with Business Development, building strategic business relationships, formulating innovative sales development strategies, and providing vision for all sales strategies and their execution. They will have the ability to follow through and complete overlapping projects.

The Director of Sales requires prior experience in infant formula sales.

Job Requirements

Applicants must be legally entitled to work in Canada and have strong English language skills. The ability to read and understand written English and communicate in English both spoken and in writing is a requirement of the job.

Education: Bachelor's degree in business administration, focus on Sales and/or Marketing

Experience: 7-10 years' experience in Sales & Marketing required, 3 years experience leading cross functional teams

Core Competencies

Strategic Leadership



Business Development
Communication
Critical and Logical Thinking
Teamwork
Decision Making
Planning and Organizing
Problem Solving
Results Orientation
Accountability
Negotiation
Coaching and Mentoring

Key Duties and Responsibilities

- Manage CRM's portfolio including sales, customer management, strategic planning, promotional planning, P&L management, including annual sales budget, Sales Forecasts and weekly/monthly status reports
- Establish strong working relationships with corporate affiliates to ensure North American market cohesiveness.
- Manage the activities and performance of all sales units, including regional managers, account managers, eCommerce and customer service including the development of a performance-based incentive program.
- Ensure proper analysis of territory KPI's while effectively using dashboards to analyze progress and determine next steps
- Direct consumer sales strategy (including own retail/e-commerce) and create training and development plans for sales team
- Collaborate with the management team to develop short- and long-term strategic plans, including the preparation of annual business plans. Provide input from sales – including growth, competitive analysis, market trends, and business environment to strategic planning processes

Analytics and Insights

- Analyze data and market trend to make informed pricing decisions and use data-driven insights to adjust pricing strategies as necessary.
- Lead development of pricing dashboards
- Monitor the development of digital pricing and keep abreast of the upcoming technologic solutions.

Competencies/Skills

- Winning mentality, "can-do" attitude, innovation, customer focus
- Strong and deep understanding of the powdered nutrition, specifically Infant Nutrition
- Ability to demonstrate strategic anticipation and planning



- Results-oriented entrepreneurial spirit with excellent judgment and the ability to operate as a part of a team
- Excellent analytical skills, judgment and problem-solving skills

Leadership

- This department is under development, the Director of Sales will be responsible for Recruiting, training, and developing team members
- Manages special projects and other duties as assigned

Working Conditions

The standard office hours are Monday through Friday, 8:30 am to 5:30 pm. Most of the work occurs during regular weekday office hours. However, as an international company with frequent interaction with head office, hours of work involved may vary to accommodate differences in time zones. Flexible hours are required and may include evening and week-end hours.

This job is normally in an office setting; however, the availability for frequent travel and a passport are required.

This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Covid-19 Vaccination Policy

The health and safety of our employees and customers is a top priority for Canada Royal Milk. Therefore, applicants will only be considered who are fully vaccinated, subject to human rights considerations and recognized medical exemptions.

Commitment to Diversity & Inclusion

We strive to build a team that reflects the diversity of the community we work in, and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as 2SLGBTQI, veterans, and people with disabilities.

If we can make this easier through accommodation in the recruitment process, please contact us at careers@canadaroyalmilk.com.