



An industry leader for high-tech, automated, environmentally controlled greenhouses, ALPS provides turn-key solutions for facility design, engineering, construction, support, maintenance, security, cultivation and genetics. ALPS also provides consulting and assistance with meeting GACP cultivation and EU GMP certification requirements.

VICE PRESIDENT, SALES

ALPS / Larssen Greenhouse Consulting is looking for an experienced sales professional to fill the new position of **Vice President, Sales**. Reporting to the President, this individual will be a key member of the Senior Leadership Team and will be responsible for increasing revenue by acquiring new clients. This includes prospecting, conveying value proposals, deal progression, deal negotiation, deal closure and overseeing the implementation process for new clients.

This individual can reside anywhere in Canada and must be available for frequent travel within and outside North America.

MAIN RESPONSIBILITIES

- Develop, maintain, and manage the implementation of strategic sales plans
- Identify where improvements can be made in developing sales plans and strategies to achieve sales goals
- Build and foster a client-centric sales environment that is focused on new business development, retention and relationship development
- Identify, research, and proactively engage new business opportunities provincially, nationally and internationally
- Develop robust partnerships with local and international organizations to further increase our brand in the industry
- Manage efforts to research and identify customer prospects and targets
- Monitoring the market and competitor products and activities and provide detailed sales forecasting
- Measure and report results of sales and plan execution
- Conduct market research and recommend product positioning and pricing strategy

KNOWLEDGE, SKILLS AND ABILITIES

- Proficient knowledge of Microsoft Office suite (i.e. Word, Excel, Outlook, etc.)
- Exceptional organizational skills and strong written and verbal communication skills.
- Proven negotiation skills along with sound judgment
- Strategic mindset with the ability to build and execute on effective short-term and long-term plans that result in sales growth
- Strong business acumen
- Ability to develop and implement process flow and guidelines to optimize workflow
- Drive results through planning, organization and problem solving
- Develop and manage relationships with suppliers, clients, business associates and stakeholders
- Maintain composure and be productive in stressful situations
- Strong team builder and ability to inject positive spirit



- Able to maintain effective communication and connection to teams in different regions and time zones
- Available for regular work related travel (50%+)

EXPERIENCE AND EDUCATION

- Bachelor's Degree in Business Administration, Commerce or related field
- 10+ years' experience in a sales leadership position
- 5+ years' experience working in a selling role and with sales technology and CRM software
- Experience in any of greenhouse, pharma, food processing industries
- Experience creating data driven programs to drive company strategy
- Proven success working within a highly matrixed organization and establishing strong relationships across all functions
- Proven success in sales, project management and contract negotiation
- Integrity and commitment to the highest ethical standards and personal values

Interested candidates are encouraged to apply with their cover letter and resume to: hr@alpsmj.com. We would like to thank all applicants for their interest but only those selected for an interview will be contacted.

ALPS Inc. is an Equal Opportunity Employer. We are committed to doing business inclusively and accommodate applicants with disabilities. If you require accommodation throughout the recruitment and selection process, please contact our Human Resources Team.