

VICE PRESIDENT, MARKETING

Company: Large international transport company

Location: Montreal

SUMMARY

Reporting to the President, the Vice President, Marketing, will be part of the Canadian Senior Management team. It is expected that the position play a leadership role in Marketing and Business Development for the entire Canada region. He or she will also coordinate and align marketing activities and initiatives with the Chief Commercial Officer based in the US.

The **first key objective** is to collaborate and coordinate activities in marketing, sales, and new account development. Primary customer contact for small to medium accounts or for new clients. Direct sales and marketing functions are the key activities along with the ability to perform sales administration and analytical activities and projects. A detailed knowledge of the customer base and transportation needs is required and necessary to develop action plans and coordinate company resources to fulfill customer requirements/satisfaction, and meet revenue targets.

The **second key objective** is to be the primary provider of Commercial leadership and strategic direction to the Marketing & Sales team. Develop and drive strategy for organic and acquisition growth, and build market presence. Integrate commercial, contract and fleet activities. This will be accomplished through the implementation and execution of short and long-term sales strategies. The VP also designs business development initiatives, identifies viable business opportunities within the existing customer base, and seeks new customers.

ROLES AND RESPONSIBILITIES

Marketing & Sales

- Lead, plan and manage the Marketing team to achieve the strategic plan.
- Work closely with other departments within the organization to review, change or adapt how to communicate, interact and involve other departments.
- Develop the sales budget and provide accurate forecast on revenues.
- Explain revenue variances vs the plan and analyse the trends.
- Develop competitive service and pricing analysis.
- Negotiate rates with customers and revenue divisions with connecting carriers.
- Establish and maintain good working relationships with customers and pricing/marketing/operating representatives of other stakeholders as a means of accomplishing goals and representing the region.

Business Development | Under Marketing/Sales

- Lead, plan, establish and maintain sustained and engaged collaborative relationships with current and future customers
- Participate as an active member of the Senior Management team in the development of overall business line strategy.
- Develop and manage new acquisition opportunities.
- Identify opportunities for new distribution channels.

- Develop commercial tools.
- Provide a national point of view for the commercial function.
- Manage commercial issues that transcend Business Units.

Management

- Heads and motivates the team toward sales objectives and business development growth.
- Provides budget oversight and adherence for the department.
- Ensures that sound Human Resource practices are followed within the department; i.e. recruiting, objective setting, performance management, development planning, performance reviews and employee relations issues management.
- Ensures that all activities are in compliance with company policies, procedures and processes, and that regulatory requirements are met.

QUALIFICATIONS

- Bachelor's degree in Marketing, Administration or equivalent experience
- Fifteen (15) years of professional experience in the transportation industry; at least seven (7) years in a management role.
- Bilingual, French-English
- Direct leadership and supervisory experience in a Group/Team setting
- Exceptional planning and organization skills
- Transportation experience is a plus
- Able to travel within Canada and the United States
- Schedule and availability according to the operational requirements

Please note that only candidates selected for interviews will be contacted.

CONTACT INFORMATION

Please forward your CV/résumé, in confidence, to SHORE & Associates:
Michel Ohayon: mohayon@shoreassoc.com – 514-878-4777