



Vice-President, Sales, Marketing & Business Development

About All-Fab Group (AFG)

AFG is a successful and fast-growing company, recognized as one of the leading construction industry suppliers within Western Canada. From concept to delivery, AFG has an integrated team of skilled professionals trusted to complete high-performance structural components for commercial, industrial, and agricultural projects. AFG ensures that structural components for wall systems, engineered wood products, and building construction packages offer an exceptional combination of service, quality and value.

With 13 locations supporting 16 business divisions in Manitoba, Saskatchewan, Alberta, BC, and Minnesota, AFG works with commercial builders by designing and delivering structural building components, building materials and building construction projects. AFG continually invests in its people, process, equipment, and technology to ensure continued success in the building construction industry.

The Opportunity

Reporting to the CEO, the **Vice-President, Sales, Marketing and Business Development** is a member of the AFG senior leadership team and will be accountable for developing and managing the sales, marketing, and business development functions. The incumbent for this new position will plan, manage, and coordinate the sales and marketing of all products and services, and provide leadership in identifying market and business development opportunities that contribute to the continued growth of AFG by expansion of the product, customer, and service portfolio.

Key Responsibilities Include:

- 🔧 Create brand awareness and demand across a broad range of markets and products.
- 🔧 Lead market research, product planning and market penetration activities.
- 🔧 Executive ownership of the Sales Function within the company.
- 🔧 Manage all Customer Service and Sales Teams within a Matrix management model.
- 🔧 Seek and negotiate strategic/synergistic customer service opportunities.
- 🔧 Actively drive the organization for product and service differentiation and value proposition development.
- 🔧 Develop and maintain a strong understanding of customer needs within AFG's primary channels.
- 🔧 Ensure effective forecasting, market penetration and customer support functions are in place.
- 🔧 Track and investigate emerging market and product trends to identify future product development strategies and market opportunities.
- 🔧 Develop collaborative partnerships in pursuit of AFG's revenue goals.
- 🔧 Secure customer trial sites, design and implement strategic partner programs.

Selection Criteria Include:

- 🔧 Bachelor's degree in marketing, business, engineering, or related discipline.
- 🔧 Ongoing development in sales, marketing, business development, strategic planning, and executive leadership.
- 🔧 10+ years progressively senior experience in sales or marketing related roles within product design, manufacturing, and/or distribution businesses.
- 🔧 Minimum of 5 years experience in a senior management or executive role with management of direct reports and matrix management experience, and involvement in business development/growth, and/or regeneration.
- 🔧 Highly Desired Experience: product development/marketing, marketing management, business development and/or selling engineered products, and experience in mergers & acquisitions and business partnership agreements.
- 🔧 Advantageous Experience: wood products or light construction industries, senior general management role of an operating business, complex project, or product management in a manufacturing company.

To apply send a resume and cover letter to alora@harrisleadership.com quoting project #24113.