



Thriving Through Innovation

Strategic Manager – Sales & Marketing

(Immediate Vacancy)

XiteBio Technologies Inc., an innovative agricultural company, is one of the leading edge microbial technology and ag-biological solutions providers in North America. XiteBio's IRD (Innovation, Research & Development) Centre researches & develops unique inoculant & biological product lines and brings them to the Canadian, US & international markets to benefit farmers' bottom lines. XiteBio's motto is to deliver genuine value to our distributors, dealers or farm customers through innovative crop production solutions. XiteBio offers products like XiteBio SoyRhizo for soybean; XiteBio PulseRhizo for pea, lentil & faba bean; XiteBio Yield+ for oilseeds, cereals, legumes & tuber crops; and XiteBio OptiPlus dual inoculant for soybean. XiteBio is currently seeking a motivated full-time or part-time **Strategic Manager - Sales & Marketing** to join our sales & marketing team.

The Strategic Manager works closely with distribution partners, retail locations, select growers and XiteBio team members to earn sales, execute & follow through on sales forecast by providing required customer support. This is a full-time or part-time role. You live in Winnipeg or a commutable distance for work. As a seasoned sales and strategic marketing professional in the agricultural industry, you are an expert at leveraging your senior leadership level experience and well-established network to develop and execute growth strategies and sales team to achieve and surpass company sales objectives. You determine gaps in sales regions and you develop/implement effective sales strategies while maintaining a hands-on execution role within the sales process. You combine sales and business development expertise with the ability to build and nurture new and existing business relationships that enables you to present company visions and value propositions to clients to achieve key deliverables that ensure company growth.

XiteBio is committed to:

- Providing an opportunity for an expert sales and business development professional in the agriculture field to advise, strategically plan and lead sales and marketing initiatives for growth nationally and globally.

As Strategic Manager - Sales & Marketing, you will:

- Create, develop, and execute strategic sales planning that effectively addresses challenges to growth and stimulates increased market share and company profitability.
- Build and cultivate productive relationships with clients, prospects, and key stakeholders to increase sales.
- Provide strategic direction and hands-on leadership, while developing, conceptualizing, and implementing sales strategy and achieving targets.
- Be accountable for measuring activities and results.
- Implement effective strategies to increase the satisfaction and success of current clients and company processes.
- Research, identify and analyze areas for company growth and high-level customer requirements.
- Contribute to setting and executing inbound marketing strategies that increase customer awareness and engagement.
- Collaborate with other team members and stakeholders.

What the successful candidate will bring:

- Post-secondary Degree in Business or relevant discipline with 10+ years of experience in a senior level sales/business development role in the agricultural industry. Coming from the agriculture industry IS A MUST!



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- Analytical with extensive experience and demonstrated success in creating and executing effective business development plans and strategies.
- Demonstrated ability to recruit, train, motivate and engage sales professionals to achieve a consistently high level of performance.
- Applicable experience of sales performance metrics.
- Exceptional planning and organizing skills involving goal setting and results measurement, with the ability to develop effective marketing and sales initiatives that align with individual objectives and company goals.
- Outstanding verbal and written communication and presentation skills with the ability to express ideas clearly and ensure understanding.
- Customer service oriented with excellent negotiation and problem-solving skills.

This is a permanent position; salary will depend on candidate's education and experience. XiteBio offers a competitive salary, bonus and benefits package. Interested candidates should send their resume and a cover letter with expected salary via e-mail to:

Career Services, XiteBio Technologies Inc., Email: careers@xitebio.ca
(Only selected candidates will be contacted for interview)