



JOB OPPORTUNITY

Pattison Sign Group is a highly successful, North American company growing organically and through ongoing acquisitions. It is one of the world's largest sign and physical branding element companies, with five (5) manufacturing facilities, six (6) sales offices and over 700 employees across North America.

The company is dedicated to absolute customer satisfaction and ultimate quality in its products and services. It is ISO certified to ensure Total Quality in its products and services. The culture of the company is focused on performance and accountability and supports employee empowerment and development.

The company operates independently within The Jim Pattison Group, headquartered in Vancouver, and comprised of over 590 locations worldwide. The Jim Pattison Group is broadly based across the automotive, media, packaging, food sales and distribution, magazine distribution, entertainment, export, and financial industries. With sales of over \$14.0 billion in 2021 and more than 49,000 employees, the Jim Pattison Group is the largest private company in Canada.

We are currently seeking to hire a **Business Development Director** to be based either at our Toronto or Montreal office.

OVERVIEW

The Director of Business Development will be responsible for directing and leading all business development and sales related activities in Canada. The role requires strategic planning and consultative selling, while interfacing with senior decision makers. At a high-level, this role will generate profitable business through proactive business development based on a fundamental understanding of the customers' business, operations, and objectives.

The Director of Business Development will be accountable for new business development from new clients, as well as with existing client relationships through the introduction of PSG's depth of product and service offering. The Director will work with their team to develop sales strategy, methodology, and tools to capture long term customer agreements and large-scale projects. They direct a team of 8-10 Sales Executives and provide leadership towards the achievement of maximum top line, bottom line, and gross margin consistent with company objectives.

The Director of Business Development for Canada is a member of the Senior Management Team.

KEY RESPONSIBILITIES:

- Identifies new business opportunities within existing and emerging market segments that support PSG's vision, value proposition and overall company objectives.

- Creates a business development strategy to establish a consistent pipeline of new sophisticated buyers, while leading enhancements in customer loyalty of existing portfolio with support from assigned team.
- Plans, manages, and prioritizes sales activities using a high level of discipline and organizational ability through our CRM platform Salesforce.
- New business development will be managed by the forecast and budgeting process. This includes developing a focused selling plan that includes networking, broadening business awareness and contact, and anticipating and pursuing opportunities.
- Ability to lead contract reviews, closing sale, appropriate sign offs and hand off to support team once business is secured.
- Ability to understand and negotiate finance and leasing details within proposals.
- Leading the sales team in the planning, preparation, and delivery of customer presentations with ability to create a call for action which includes communicating next steps in the process.
- Hire, develop, coach and challenge sales personnel and develop performance standards.
- Participate in yearly sales summit and provide intelligence into the strategic business plan.
- Collaborate with company-wide stakeholders to achieve superior customer satisfaction.
- Ensure efficient and effective use of internal resources.
- Proactively seek customer feedback.

QUALIFICATIONS REQUIRED:

- Bachelor 's degree in business and 10+ years' experience in business development, sales leadership, and corporate strategy.
- Bilingual – English and French
- Experience in business-to-business sales with experience in branding, signage, digital signage, facility branding, or similar industries preferred.
- Will be proactive, have high energy and be creative, quick thinking, comfortable with risk and entrepreneurial by nature.
- Demonstrated proficiency with Business Software including Salesforce, MS Outlook, MS Word, MS Excel, MS Power.

COMPETENCIES REQUIRED:

Key competencies essential for the role include:

- Strategic thinker, accountable and committed
- Superior communication, negotiation, and account management skills
- Strategic leadership
- Customer insight & relationship management
- Problem solving & decision-making skills
- Superior communication skills
- Business & financial acumen
- Passion for sales and networking
- A developed personal brand

KEY PERFORMANCE MEASUREMENTS

Key performance measurements include:

- New customer revenue generated against established targets
- Customer retention / renewal against established targets
- Sales margin attainment against established company target
- Contribution to delivering expected company ROIC

To apply, please send your resume to hr@pattisonsign.com