

10FOLD

GROUP INC.



Opportunity Profile

VICE PRESIDENT OF BUSINESS
DEVELOPMENT

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

10FOLD Group is seeking a motivated and seasoned business leader to join their team as Vice President of Business Development (VP BD).

The VP BD is an executive-level role focused on driving strategic growth across 10FOLD's four operating companies. Reporting directly to the CEO, the VP BD will develop and execute group-wide commercial strategies, targeting profitable expansion in core sectors (e.g. oil and gas) while penetrating new markets (e.g. mining, construction). This role collaborates with the executive team to identify high impact opportunities, such as partnerships, joint ventures, and acquisitions, and provides strategic oversight to market directors. The VP BD blends visionary planning with hands-on execution, ensuring alignment with 10FOLD's values of Character, Relationships, and Performance.

If you are a business executive with exceptional strategic thinking, analytical skills, and mentorship abilities, we would love to connect with you.





POSITION SUMMARY

The VP BD will shape 10FOLD's revenue and profitability growth by developing a cohesive business development strategy, enhancing cross-company synergies, and leading high-level deals. This role will empower the sales and marketing teams, led by the VP Sales & Marketing, by providing strategic direction, while focusing on enterprise-level initiatives like acquiring strategic assets (e.g. rail spur facilities) to support long-term growth. The VP BD will build robust pipelines, foster innovation-driven growth, and ensure sustainable profitability across Canada and the U.S.



ABOUT US

WHAT WE DO

At 10FOLD Group, we are passionate about utilizing the power of chemistry and solving complex problems to enhance the lives of others. Our comprehensive approach ensures that every solution we deliver is designed with the future in mind.

OUR PROCESS

Collaboration and customization are at the core of our process. By working closely with our partners, we deliver chemical solutions that are innovative and suited to each project's unique needs. Our teams are with you every step of the way, ensuring exceptional results.

OUR BEGINNINGS

The mission of 10FOLD Group has been steadfast from our onset in 1997.

We've grown and expanded into a leading group of companies united in purpose – generously living our values to enhance the lives of others.

Our team is driven by the same passion and belief we began with: providing innovative solutions and a desire to make a meaningful impact. We are proud of our journey and excited for the future.

OUR COMPANIES

EVERGREEN SOLUTIONS

With a focus on customization and sustainability, Evergreen Solutions delivers high performing solutions, specializing in:

- Customized chemistries
- Safety innovation
- Clean technology

LARANJA CHEMICAL CORPORATION

Laranja Chemical Corporation offers a wide range of chemical products across multiple industries. We pride ourselves on quality, reliability, and an unwavering commitment to serving our clients with excellence. Specializing in:

- Chemical distribution
- Tailored supply
- Strategic sourcing

VERDECHEM TECHNOLOGIES

Specializing in precision solutions for the oilfield industry, VerdeChem Technologies is known for its efficiency in tackling the toughest challenges. Specializing in:

- Wet gas production
- Downhole and process treatment chemistries
- Scale inhibitors, demulsifiers, anti-foulants, and paraffin control products

OUR COMPANIES CONT.

CHINOOK CHEMICAL CORPORATION

Chinook Chemical Corporation is a US corporation delivering innovative chemical solutions for American industries. Headquartered in Tyler, Texas, with semi-autonomous operations under the 10FOLD Group, Chinook focuses on tailored products and partnerships. Specializing in:

- Specialty chemical solutions
- Oil & gas applications
- Industrial distribution





OUR MISSION

10FOLD Group is a partnership of innovative companies that delivers value-generating chemical solutions to a broad range of industries. We enhance safety, optimize performance, and promote sustainability, focusing on building lasting relationships founded on trust.

OUR VISION

We are a group of people united in purpose, generously living our values to enhance the lives of others.

OUR VALUES

- Character
- Relationship
- Performance

KEY RESPONSIBILITIES

Strategic Business Development Leadership

- Collaborate with the executive team to align business development strategies with 10FOLD's growth objectives and OKRs.
- Identify and evaluate high-level opportunities, including partnerships, joint ventures, and acquisitions, to advance group-wide directives.
- Lead the vetting, negotiation, and execution of strategic deals, pitching them to internal and external stakeholders and ensuring profitable integration.



Market Expansion & Pipeline Development

- Drive market penetration in Canada and the U.S., leveraging expertise to forge strategic alliances and new revenue streams.
- Build scalable business development processes, integrating technical insights with relationship-driven opportunities.
- Oversee competitive intelligence, pricing strategies, and innovation-led initiatives to ensure market competitiveness.





Collaboration with VP Sales & Marketing

- Provide strategic direction to the VPs of Sales & Marketing (S&M) and Technology, ensuring sales and marketing execution aligns with enterprise-level growth strategies.
- Partner on major initiatives, leveraging the VP S&M's relational and operational expertise to integrate strategic deals into sales processes.
- Collaborate to identify new market opportunities, using sales team insights to inform strategic planning.



Leadership & Mentorship

- Mentor market directors (e.g. Oil and Gas, Mining), who report directly to the VP BD, to sharpen strategic focus and accountability.
- Drive succession planning for business development roles, fostering a pipeline of strategic leaders.
- Foster a values-driven culture, resolving conflicts and aligning teams with 10FOLD's mission.



Performance & Analytics

- Implement business development analytics and KPIs to track pipeline health, win rates, and ROI, delivering quarterly insights.
- Partner with Finance and Operations to align strategies with budgets, mitigating risks and ensuring sustainable growth.
- Champion deals that enhance lives, measuring success through long-term client relationships and revenue impact.

QUALIFICATIONS

- 10+ years of progressive business development leadership in high-growth industries (e.g. oil and gas, mining, chemicals).
- Proven expertise in leading strategic deals (e.g. acquisitions, partnerships) from identification to integration.
- Strong U.S. business acumen, including regulatory knowledge and cross-border dealmaking.
- Track record of driving multimillion-dollar revenue growth through strategic initiatives.
- Exceptional strategic thinking, analytical skills, and ability to mentor diverse teams.
- Bachelor's degree in business, engineering, or a related field; MBA or advanced certifications, preferred.
- High integrity and passion for aligning business development with 10FOLD's values.

OUR SEARCH TEAM



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604.614.2665

SHAWN PLUMMER LEADING THE SEARCH

Shawn is a senior executive who, after 22 years in international relief and development, most recently served as President & CEO of Food for the Hungry Canada. His career has led to deep relationships and respect within his broad network of non-profits and businesses globally and across Canada. With invaluable program and leadership experience, a history of managing large teams, as well serving as a board member himself, Shawn is well equipped to come alongside your organization to ensure you have the right leadership team in place to drive your future success.



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JEFF PITCHFORD SUPPORTING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Greater Calgary Area (Okotoks, AB)

Application Deadline: November 14, 2025

Short List Interviews: December 2025

Start Date: TBD

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.