



VAN BELLE



# Opportunity Profile

VICE PRESIDENT - FINANCE  
VAN BELLE HOLDINGS

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NELSON/KRAFT  
AND ASSOCIATES



# EXECUTIVE SUMMARY

Van Belle Holdings (VBH) is seeking a strategic, forward-thinking financial leader to join their team as Vice President - Finance.

This critical leadership role provides broad financial oversight across all business units, ensuring that the Finance Team and systems are aligned to support Van Belle's strategic objectives. The Vice President - Finance partners closely with the President and Senior Leadership Team to guide the organization toward sustainable growth and profitability. With a strong emphasis on future planning, this role dedicates much of its focus to identifying opportunities, setting financial direction, and driving performance across the Van Belle Group.

The successful candidate will help establish, monitor, and report on the key drivers of business profitability, while fostering a culture of financial excellence and accountability. This role is ideal for a seasoned finance executive who thrives in a collaborative environment and is passionate about shaping the future of a dynamic, multi-unit organization.

If you are a visionary financial leader with the ability to drive strategic growth and improve performance across diverse business units, we would love to connect with you.



# WHO YOU ARE



This is a rare opportunity to lead the financial future of a thriving, values-driven company with a bold vision for growth. As Vice President - Finance at Van Belle Holdings, you'll be more than a steward of the numbers—you'll be a strategic partner, a culture builder, and a catalyst for innovation. You love a challenge, you like to build, and you thrive on providing meaningful value in your place of employment. With a seat at the leadership table, you'll shape financial strategy, drive performance across diverse business units, and empower a talented team to deliver results. If you're energized by scaling systems, unlocking profitability, and building a legacy of excellence, this is your moment to lead with purpose and help write the next chapter of Van Belle's story.





# WHO WE ARE

## **Our Legacy**

Since 1973, Van Belle Nursery has been a trusted provider of wholesale plant products to growers and retailers across North America.

## **Young Plants Division**

We partner with nurseries across the continent to deliver high-quality ornamental plants. Our Young Plants Division helps growers succeed through industry-leading propagation techniques and innovative shipping solutions.

## **Finished Plants Division**

Our Finished Plants Division supplies big box retailers throughout Western Canada and is actively expanding. With a focus on quality, consistency, and service, we help our partners meet growing consumer demand.

## **Retail Solutions**

We are responsible for end to end garden center business performance at a leading mass merchant in Western Canada. Well managed staffing, logistics, and programs to meet targets over an intense 10 week period are contributing to our growth.

## **What Sets Us Apart**

From trendsetting plant programs and creative retail marketing support to a strong culture grounded in core values, Van Belle stands out through innovation, integrity, and a deep commitment to helping our partners grow.





## OUR STORY

Bill Van Belle started out running a landscaping business in Ontario before moving to BC where he began propagating and shipping new plant varieties to business associates back east. In 1973, he and Grace Van Belle founded Van Belle Nursery as a wholesale grower, supplying garden retailers across BC. With a natural talent for propagation, Bill soon saw an opportunity in young starter plants and strategically shifted the business in that direction.

Since then, we've expanded to four sites, built state-of-the-art greenhouses, and embraced new technologies—all while staying true to our focus on easy-care, long-blooming, compact plants that thrive in smaller spaces and container gardens.

Today, we employ hundreds of passionate team members and serve retailers and growers across North America.





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## OUR CORE VALUES

- **Best Effort:** I do my best work possible, each time: for my teammates, customers, and suppliers. Our work lives depend on this.
- **Always Positive:** I focus on solutions instead of "why it won't work." I recognize my optimism, energy, and enthusiasm, or lack thereof, affects people around me. Therefore, I commit to interact positively with other people.
- **Respect People:** I treat everyone I meet with respect and courtesy. I keep short accounts, addressing problems as they arise in a friendly, helpful manner. I honour other people by giving them their deserved credit, and embrace a low ego, humble attitude.
- **Find A Better Way:** I ask continually how things can be improved. Remaining focused on improvement helps us grow personally, professionally, and as a company.
- **Do It Well:** I apply the appropriate level of urgency, thoroughness, and detail a task requires to complete. Because teamwork is required to be effective, relationships "done well" are essential. Whatever we attempt to accomplish, we commit to "Do It Well."



# KEY RESPONSIBILITIES

## Senior Leadership Team

- Lead in shaping the financial roadmap.
- Proactively identify and quantify opportunities and risks for the Group and individual business units.

## Finance Team

- Provide strategic direction to the Finance Team, including prioritization and alignment of goals.
- Annually evaluate roles, org chart, and staff to ensure growth of team members (training and development to increase their value and contribution).
- Streamline systems/processes for greater clarity.
- Maintain or improve 5-day monthly close and 2-week annual close.
- Ensure internal and external risk management focus, including internal control management.







## Lateral Relationships Between Business Units & Finance

- Make sure there are good finance service agreements between shared services and each business unit. Lead the Finance Team to provide excellent internal customer service.
- Support Van Belle Holdings meeting rhythms and agendas, ensuring sufficient data is available to make decisions in order to accomplish goals.
- Make sure outside accounting relationships are optimal.
- Ensure that the company is in compliance with all reporting and regulatory requirements.
- Ensure compliance with all external compliance deadlines.
- Oversee efforts to ensure financial literacy for all staff.
- Educate on and implement financial performance metrics to business unit leaders.

## Budgets & Strategic Planning

- Direct continuous live rolling 12-month and 5-year forecasts for the income statement, cash flow, and balance sheet.
- Maintain optimal use of excess cash and sources of financing.
- Work closely with Business Unit VPs on high impact planning; both on strategic planning and implementation of the annual and multi-year budgets.



- Build product, channel, and customer level margin analyses; live and dynamic.
- Establish likely earning range targets and communicate strategies to obtain targets to Business Unit VPs.
- Assist in developing business unit strategy with recommendations for product mix, pricing, operations etc.

### Future Focus

- Direct the timely annual budget process for VBH and shared services.
- Assist President with long-term and short-term investment and borrowing decisions.
- Propose profit share plan, and the box of constraints that limits it, annually.
- Provide financial analyses of new business opportunities.
- Develop modeling for involving more shareholders.
- Develop financing strategies for growth or acquisition.



# QUALIFICATIONS

- 10+ years of experience leading effective teams.
- A CPA designation or equivalent.
- A Bachelor's degree in accounting, finance, or business administration.
- A Master's degree (MBA or equivalent), a strong asset.
- Proven experience building and leading a successful finance team.
- Proven experience managing finances of a multi-business organization.
- Strong business acumen and analytical skills.



# OUR SEARCH TEAM



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778.982.4427

## **MARK KRAFT** LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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613.355.1412

## **MATT ROBBERSTAD** SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.



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## **ALEXA KROEKER** SUPPORTING THE SEARCH

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach.

# 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:** Abbotsford, BC

**Application Deadline:** November 30, 2025

**Interviews:** December 1-15, 2025

**Start Date:** TBD

**Salary Range:** \$175,000 - \$200,000

## HOW TO APPLY

**Apply online at [nelsonandkraft.com/jobs](https://nelsonandkraft.com/jobs) with your cover letter and resume. You must be eligible to work in Canada.**

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