



Opportunity Profile

DIRECTOR OF SALES
RAINBOW GREENHOUSES

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Rainbow Greenhouses is seeking a relational, strategic, and results-driven sales leader to join our team as Director of Sales.

This pivotal role will drive revenue growth by strengthening existing partnerships, cultivating new business opportunities, and leading a high-performing sales team. As a key member of the Rainbow Management Group, the Director of Sales will collaborate closely with Operations, Horticulture, and Supply Chain teams to ensure alignment between sales forecasts and production capabilities. The successful candidate will embody Rainbow's values, foster long-term client relationships, and bring innovative sales leadership to the forefront of the greenhouse and horticultural industry.

If you are a seasoned sales leader with the ability to drive profitable revenue growth and identify, develop, and realize new business opportunities, we would love to hear from you!





WHO WE ARE

Rainbow partners with national retailers and independent growers to drive business growth through innovative solutions for both indoor and outdoor live goods business throughout Western Canada and the Northwest US. We produce annual flowering plants, indoor foliage, tropical and specialty plants at our extensive growing facilities in British Columbia and Alberta. What began as a 3000 square foot greenhouse operation brokering potted plants and cut flowers to Seattle florists in 1985 has become 5 million square feet of the most technically advanced greenhouse production facilities in Canada.

With an intense focus on execution, Rainbow is grateful to host an extensive foreign worker program and a comprehensive in-store merchandising program. From humble beginnings to today, Stan and Wilma Vander Waal credit the success of their journey to the hundreds of dedicated people who live our values to serve our retail partners. Although it takes advanced systems and structure to run an organization of this size, our commitment to remain a family-run business guided by core values is unwavering.



CORE VALUES

Demonstrate you have Rainbow G.R.I.T.

- **Go for it:** Think like an entrepreneur, take the shot, follow through
- **Rise to the challenge:** Rethink the approach, figure it out fast, make it stick
- **Improve every day:** Cultivate a growth mindset, drive better results, aim for lasting success
- **Tackle it together:** Keep ego in check, find shared solutions, laughter creates energy

A photograph of a large, modern greenhouse building with a bright green facade. The building features the 'Rainbow Greenhouse Inc.' logo and the tagline 'Color your life' in white. In the foreground, a parking lot contains several vehicles, including a dark pickup truck and a blue SUV. The sky is clear and blue.

ABOUT US

- Rainbow was founded as a family company by Stan and Wilma Vander Waal in 1985
- Our administrative headquarters are located in Chilliwack, BC
- We have four greenhouse locations in Chilliwack, British Columbia and Iron Springs, Alberta
- At peak season, Rainbow employs over 1000 employees
- Up to 30% of the workforce are Temporary Foreign Workers; primarily from Mexico, Guatemala, and the Philippines, who participate in Rainbow's Guest Worker Program
- Current customers include The Home Depot, Walmart, Costco, Ikea, as well as numerous independent garden centres
- Canadian customers are located in British Columbia, Alberta, Manitoba, and Saskatchewan
- American customers are located in Washington, Oregon, Idaho, California, etc.
- Rainbow is vertically integrated from seed-to-sale in several ways:
 - In-house propagation as well as bringing in pre-finished product to meet the needs of our customers
 - Distribution of approximately 50% of product to customers through maintaining our own fleet
 - Providing consumer facing services through merchandising at garden centres in Canada

KEY RESPONSIBILITIES

People Development

- Build and lead a high-performance sales team with clear goals, KPIs, and accountability
- Coach, mentor, and train staff to enhance skills, product knowledge, and customer engagement
- Motivate and recognize team members, ensuring development plans align with business needs
- Develop a high performing team of sales professionals, fostering a culture of accountability and collaboration
- Collaborate cross-functionally with Operations, Horticulture, and Supply Chain to ensure sales goals are operationally supported



Sales Strategy

- Design and execute profitable sales strategies focused on customer intimacy and end-to-end solutions
- Drive profitable revenue growth and identify, develop, and realize new business opportunities in Canada and the United States





- Translate market trends, customer needs, and competitor insights into actionable strategies by working together with the Product Development Team etc.
- Align pricing, product mix, and channel strategies to maximize margin and market share
- Develop secondary sales channels to support fluctuations in demand
- Collaborate with Operations, Supply Chain, and Horticulture to align demand and production



Sales Process Optimization

- Streamline and improve sales processes for efficiency and customer satisfaction by overseeing sales program execution
- Deliver accurate forecasts, set measurable goals, and track progress
- Drive cross-functional alignment on product specifications and inventory planning
- Develop tools and systems to support data-driven decision-making
- Define and optimize the sales process to ensure consistency and efficiency across the team



Customer Success

- Strengthen key client relationships with tailored solutions, proactive engagement, and new business opportunities

- Represent Rainbow at trade shows, conferences, and industry events to promote products and strengthen brand awareness
- Act as escalation point for major customer issues, ensuring timely resolution
- Drive win-wins and close high-value programs and contracts with strategic partners
- Oversee in-store execution of sales programs with a team of merchandisers

Financial Oversight

- Manage sales budgets and resource allocation to maximize ROI
- Apply cost-benefit analysis and financial insights to improve margins
- Monitor expenses and optimize resource allocation to support strategic growth

Data-Driven Insights

- Build dashboards and reports to track KPIs, identify opportunities, and guide decisions
- Provide clear, actionable recommendations to leadership
- Monitor category performance and competitive dynamics to drive profitability
- Foster cross-functional collaboration on data-driven decision-making



QUALIFICATIONS

- Bachelor's degree in business administration, agriculture, horticulture, or a related field (advanced degree, an asset)
- 8+ years of progressive sales leadership experience, preferably within the greenhouse, agriculture, or horticulture industry
- Proven ability to lead high-performing sales teams, set strategies, and achieve ambitious growth targets
- Strong understanding of cultivation practices, market dynamics, and distribution in controlled environment agriculture
- Excellent communication, negotiation, and interpersonal skills with the ability to build rapport and trust
- Strategic thinker with strong analytical, problem-solving, and data-driven decision-making capabilities
- Proficiency with ERP systems, Excel, sales analytics, and modern sales tools
- Experience collaborating across operations, supply chain, and production functions

OUR SEARCH TEAM



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JEFF PITCHFORD LEADING 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.



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SHAWN PLUMMER SUPPORTING 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. 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 you to ensure you are in a role that is fulfilling, rewarding and contributes to your success.



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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 targeted advertising strategies to attract the best candidates for Nelson/Kraft & Associates' clients, as well as sourcing purpose driven leaders in the recruiting space.

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: Chilliwack, BC

Application Deadline: December 31, 2025

Short List Interviews: January 2026

Start Date: TBD

Salary Range: \$150-200K + bonus, commensurate with experience

HOW TO APPLY

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

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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.