



# Opportunity Profile

PRESIDENT  
ROLLTEC SHADING

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NELSON/KRAFT  
AND ASSOCIATES

# EXECUTIVE SUMMARY

Rolltec Shading is seeking a seasoned sales executive with extensive leadership and general management experience to join their team as President.

Rolltec is a Canadian awnings manufacturer and distributor operating under its own brand within the Phantom Screens group. The President will be the senior on-site leader in Concord, ON with full P&L responsibility, accountable for profitable growth, market expansion, operational excellence, and people leadership. The President will work closely with Phantom's senior leadership to execute a three-year growth plan, build out sales channels in Canada and the U.S., formalize core business processes, digitize production workflows, and implement the parent company's ERP while sustaining Rolltec's values-based culture in alignment with Phantom Screens' values.

This is a rare opportunity to lead a respected, values-driven Canadian brand through its next chapter of growth—scaling channels across North America, modernizing operations, and developing a great team—all with the support and resources of a strong parent organization.

If you're a builder who connects everything back to revenue (without the "pushy" sales persona), and who loves coaching teams to win, this is your stage.





## ROLLTEC & PHANTOM

Rolltec operates under its own branding post-acquisition by Phantom Screens. Near-term priorities include restructuring leadership and sales, onboarding Phantom's U.S. network to the awnings portfolio, and closing gaps in the Canadian dealer base. Long-term goals target significant sales growth, process formalization, factory-floor digitization, ERP implementation, and optimized synergies with Phantom.



# OUR STORY

Rolltec Shading is the leading Canadian manufacturer of high-quality retractable awnings. Since 1984, Rolltec has provided "Quality Beyond Expectations" in all of our retractable product lines and has built up a reputation based on customer service, quality of product, and innovative design. Rolltec has received numerous awards for our innovative, custom designed awnings for residential and commercial applications.

Rolltec retractable awnings improve both the appearance and functionality of a home or business. Creative property owners find inspiration in using retractable awnings to enhance the unique features and individuality of their buildings. By accentuating the architecture, awnings beautify the building's exterior while reflecting the distinct taste of their owners. Awnings with bright yellow colour combinations bring a sunny and warm feeling; fabric in various shades of blue are suited for creating a shady, cool milieu by the pool; filtering sunlight through red tones evokes a cheerful atmosphere.

Beyond their decorative functions, retractable awnings often create a harmonious, unobstructed and fluid transition between the indoors and outdoors. The look and appeal of an awning generates an uplifting mood and becomes a natural addition over a deck in the backyard so that on sunny and hot days or, when it starts to rain lightly, the hosts and their guests are able to remain outdoors and enjoy leisure activities and entertainment.



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## VALUES & CULTURE

Rolltec's culture is values-based, grounded in:

- Service Excellence
- Exceptional Quality
- Common-sense Safety

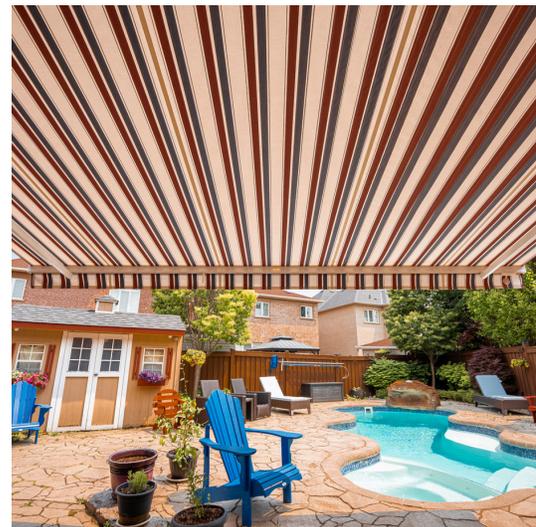
As a Phantom company, the President models and reinforces corporate values:

- Speak the Truth
- Pursue Excellence
- Serve Each Other
- Practice Stewardship

# KEY RESPONSIBILITIES

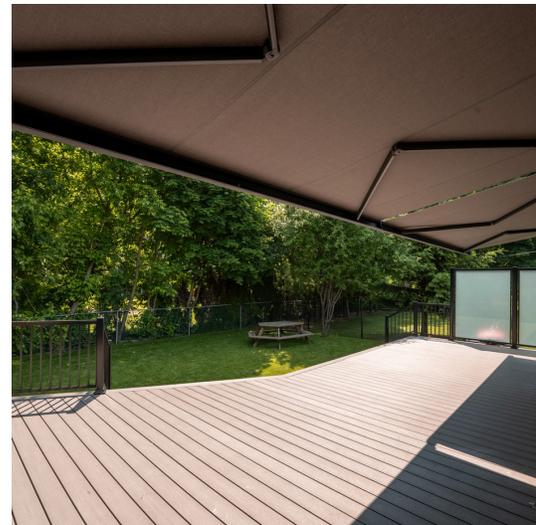
## Strategy & Execution

- Collaborate with Phantom SLT to create the 3-year business plan and translate it into clear annual/quarterly priorities, milestones, and KPIs for Rolltec.
- Lead the disciplined execution of strategic and operational plans to achieve growth, quality, and profitability targets.
- Proactively identify and pursue synergies with Phantom Screens while preserving Rolltec's brand and customer commitments.



## Market & Revenue Growth

- Own top-line growth, with a specific priority on strengthening the Canadian dealer network and expanding aggressively into the U.S.
- Build, coach, and enable a structured sales process (market segmentation and value proposition, pipeline reviews, lead scoring, disciplined forecasting).
- Coach and manage the existing retail sales team, ensuring targets, tools, and accountability are in place.





## Operational Excellence

- Oversee daily operations to ensure safe, efficient, high-quality, and on-time production with capacity aligned to seasonal demand.
- Formalize and document core processes; lead cost-reduction, margin-improvement, and continuous-improvement initiatives across people, process, and technology.
- Build an operations team to stabilize capability, engagement, and productivity.

## Technology, Systems & Data

- Implement and manage the parent company ERP for Rolltec; digitize the factory floor and drive adoption, data quality, and process discipline.
- Build a KPI dashboard/scorecard for short-interval control, forecasting, and decision quality across sales, operations, supply chain, and service.

## Financial Leadership (Full P&L)

- Own Rolltec's P&L; set budgets, monitor revenue, margin, SG&A, and cash-sensitive levers; course-correct to deliver commitments.
- Partner with Phantom Finance on KPI cadence, forecasting, and monthly results; communicate insights and actions.

## People Leadership & Culture

- Lead, motivate, and develop the Rolltec team; ensure the right people are in the right roles; build an accountable, collaborative, high-performance culture.
- Model humble, hungry, and smart leadership; mentor emerging leaders.

## Customers, Partners & Brand

- Develop and strengthen relationships with top Canadian dealers; establish and grow U.S. dealerships; represent the brand with customers and suppliers.
- Champion service excellence and a frictionless customer experience across order-to-cash.

## Governance, Risk & Compliance

- Ensure compliance with all applicable laws, safety standards, and corporate policies; uphold Phantom/Rolltec standards of conduct.



# QUALIFICATIONS

## Must-Haves

- 8+ years leadership in a manufacturing/assembly environment.
- Demonstrated ability to develop and implement a structured sales process (market segmentation/value, pipeline reviews, lead scoring).
- Experience spanning B2B, channel/distributor networks and B2C sales.

## Preferred

- Proven P&L ownership and financial acumen in a growth-minded small manufacturing business.
- Change-agent track record; process formalization and continuous improvement leadership.
- ERP implementation and factory-floor digitization exposure.
- Exceptional people leadership—coaching, restructuring, and building cohesive, high-performing teams.
- Alignment with values-based leadership; humble, hungry, smart.

# SUCCESS METRICS

- **First 3 Months:** build management unification; leadership roles/structural changes are accepted; admin/customer-experience support role filled; complete staff interviews and present findings; establish shared KPIs and reporting structures.
- **6 Months:** establish Phantom Corporate coordination and performance reporting; assess current operations and identify quick wins; add 5 new active U.S. dealers and 5 new active Canadian dealers; visits completed with top 6 Canadian dealers (two being Phantom Distributors); business plan 30% completed.
- **12 Months:** 2027–2029 Business Plan completed by month 9; sales resources capacity and performance targets in place; +20 U.S. and +10 Canadian dealers added (cumulative ytd); 10% YoY growth from existing customers; customer segment/tiering framework in place; corporate integration plan in place and ready to execute; operational improvements and cost synergies implemented.
- **18 months:** operationally capable of meeting demand with ≤2-week lead time.
- **24 months:** \$15M in sales; ≥20% EBITDA from B2B business; full integration benefits achieved; sustainable growth platform established.

# OUR SEARCH TEAM



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647.409.2922

## 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 your organization to ensure you have the right leadership team in place to drive your future success.



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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.

# 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:** Concord, ON

**Application Deadline:** January 31, 2026

**Short List Interviews:** February 2026

**Start Date:** TBD

**Salary Range:** \$200,000 - \$225,000

## 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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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.