

ROSA *f* LORA
LIMITED
Pride in Every Petal



Opportunity Profile

BUSINESS ANALYST
ROSA FLORA LIMITED

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Rosa Flora is searching for an analytical and detail-oriented data expert to join their team as Business Analyst (BA)!

The BA supports strategic growth across Rosa Flora's greenhouse operation by integrating data-driven decision-making, process improvement, and digital innovation. A key focus of this role is helping develop and refine AI-supported pricing strategies that steadily increase the value of floral commodities—sometimes by just a few cents—based on market conditions, customer behaviour, and real-time production data.

The BA will collaborate with sales, production, and technology teams to ensure online pricing, availability, and product positioning consistently reflect both operational realities and emerging opportunities.

If you are business analyst who is passionate about data informed strategic planning and are excited about leveraging AI for growth and innovation, we would love to connect with you.



OUR STORY

Our tagline, "Pride in Every Petal," is about much more than flowers. As a family-owned business, we take joy in working together, remembering our roots, and prioritizing our values. Faith, family, customers, and team are integral to our past, relevant to our present, and essential to our future. We are delighted to share our story with you!

Soon after immigrating to Canada from the Netherlands with their two young children, Otto and Corine Bulk chose to settle in Dunnville and purchase a plot of land. Otto was eager to translate his experience working in the family rose growing business in Aalsmeer to his new Canadian home. In 1978, the Bulks built Rosa Flora's first 16,800 ft² of greenhouses and began growing hybrid tea roses.

The business grew quickly as customers appreciated Rosa Flora's outstanding quality, attentive service, and honest business practices as a practical outworking of their Christian faith. Today, ownership has transitioned to the next generation: Otto and Corine's daughter Arielle, her husband Ralph DeBoer, and their children are blessed to continue the growth and innovation that has characterized Rosa Flora since 1978.

Over the years we have expanded and diversified to meet the North American flower market's developing needs. Today we grow 55 acres of fresh cut flowers, including standard and mini gerbera, gerpompom, lisianthus, and snapdragons. We continue to invest in cutting-edge technology, test new varieties, and research innovative production techniques to deliver the highest quality flowers year-round.

While Rosa Flora has passed from one generation to the next, we remain rooted in our Christian values. We are devoted to serving our customers with care, committed to growing the highest quality flowers, and passionate about supporting our environment. These values are the foundation for Rosa Flora's "Pride in Every Petal" and have allowed us to become the largest cut flower grower in Canada today.



OUR VALUES

Devotion to Service: We are passionate about flowers and people! As a team, we want to understand our customers so that we can provide the best service uniquely suited to them.

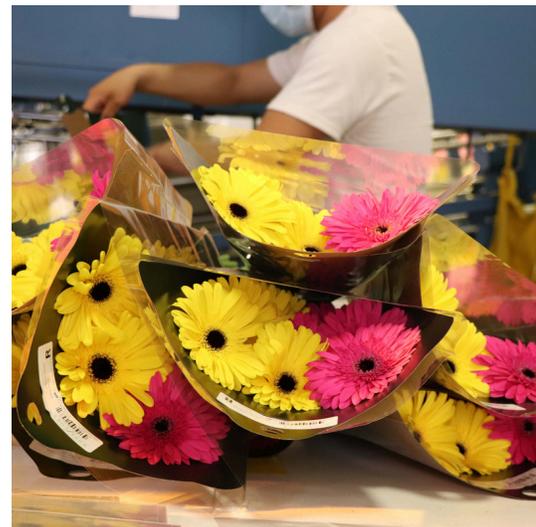
Commitment to Quality: With expert growers and an unbroken cold chain, we strive to provide the freshest blooms, longest vase life, and brightest colours all year round.

Support for our Environment: We are devoted to innovation in both what we grow and how we grow it. Renewable energy, integrated pest management, and efficient heating benefit our world while growing our business.

KEY RESPONSIBILITIES

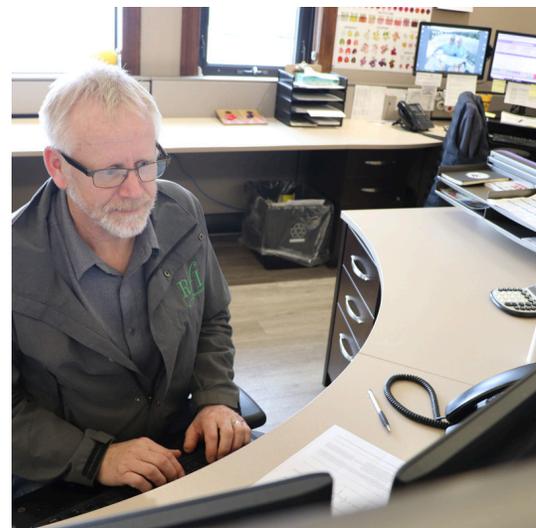
AI-Enhanced Pricing & Sales Optimization

- Work with leadership to design and refine AI-driven tools that support micro-pricing improvements (e.g., adjusting commodity pricing by pennies based on demand, availability, and customer ordering patterns).
- Analyze real-time and historical sales data to identify opportunities for incremental price lifts without impacting customer retention.
- Assist in developing rules and guardrails for automated pricing recommendations.



Online Sales Platform Insights & Improvements

- Evaluate online customer behaviour (click patterns, repeat ordering, cart abandonment, top varieties, etc.) to guide pricing and product placement.
- Partner with developers to implement small but impactful digital improvements that increase perceived value and drive margin lift.





Operational Alignment

- Ensure pricing tools and recommendations reflect actual greenhouse realities—production stages, labour limitations, flush cycles, shipping timelines, and variety availability.
- Translate greenhouse constraints into system logic that prevents over promising or under pricing.

Data Analysis & Reporting

- Build dashboards that monitor:
 - Commodity performance by SKU.
 - Elasticity (how small price changes affect demand).
 - Peak vs. slow periods.
 - Customer buying cycles.
 - AI pricing accuracy and impact.
- Provide weekly insights to management on where “pennies can be captured” through small price shifts.



Process Innovation & Continuous Improvement

- Identify manual pricing or sales workflows that can be automated.
- Recommend improvements to availability accuracy, SKU management, and inventory visibility to support AI-driven strategies.
- Map current and future-state processes showing how data and pricing should flow between teams.



Cross-Functional Collaboration

- Act as a bridge between sales, production, marketing, and software/data teams.
- Communicate technical concepts in plain language and ensure all stakeholders understand the purpose and impact of pricing adjustments.



Documentation & Training

- Document pricing logic, changes, and the rationale behind AI-driven rules.
- Support staff training on new pricing tools or dashboards.
- Update SOPs and user guides as systems evolve.



QUALIFICATIONS

Education & Experience

- Bachelor's degree in business, agriculture, data analytics, computer science, or a related field.
- 2-5 years' experience in business analysis, data analytics, or e-commerce.
- Experience in horticulture or greenhouse operations, an asset.

Technical Skills

- Strong proficiency with Excel and data visualization tools (Power BI, Tableau, Looker).
- Understanding of e-commerce systems, databases, and pricing models.
- Experience with or exposure to AI/automation tools (forecasting models, recommendation engines, dynamic pricing systems) is helpful.

Soft Skills

- Highly analytical with strong attention to detail.
- Comfortable making recommendations based on data, even when the changes are small but impactful.
- Able to communicate clearly across technical and non-technical teams.
- Strong organizational skills with the ability to manage multiple priorities.

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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KEITH KNIGHT SUPPORTING THE SEARCH

Keith has a long career in leadership development, communications and marketing. Over the past decade he served as Executive Director of the Canadian Christian Business Federation, a national network of Christian business and professional leaders. He inherited a small group of business leaders consisting of seven chapters in southern Ontario and grew the organization into a national network of 70 chapters with a database of 6,500 professional leaders, including about 80 Christian non-profits.



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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: Dunnville, ON

Application Deadline: open until a suitable candidate is found

Start Date: TBD

Salary Range: \$80,000 - \$120,000

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.

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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.