



Opportunity Profile

MANAGING DIRECTOR
EVERGREEN SOLUTIONS

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Evergreen Solutions is searching for an entrepreneurial, strategically minded business professional and gifted leader of people to join their team as Managing Director!

Evergreen is an innovative clean-chemistry provider serving the oil and gas, mining, construction, and transportation sectors. Backed by the scale, expertise, and enterprise capabilities of 10FOLD Group, Evergreen is positioned for accelerated growth, deeper market penetration, and advancement of high-value technologies.

The Managing Director is the senior strategic and operational leader responsible for the operating company's overall performance, including P&L results, market expansion, technology commercialization, operational reliability, and cultural leadership. This role directs all operations and teams within the operating company, while leveraging 10FOLD's enterprise capabilities to achieve scalable, profitable growth. The Managing Director is accountable for achieving financial targets, driving innovation, strengthening customer relationships, and ensuring the operating company embodies 10FOLD's values of Character, Relationships, and Performance in all aspects of the business.

If you are a motivated business leader with extensive P&L experience and a strong chemistry background, we would love to connect with you.



ABOUT 10FOLD

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.

10FOLD'S 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 Leadership

- Establish the operating company's strategic direction, business goals, and long-range growth plans.
- Lead daily commercial and operational priorities to ensure progress against objectives.
- Oversee full P&L accountability, including revenue, margin, cost structure, and investment strategy.
- Build and maintain a high-performance culture that reinforces accountability, collaboration, and value creation.
- Ensure safe, reliable, and efficient operations aligned with 10Fold's standards.



Market Growth & Business Development

- Lead Evergreen's commercial growth strategy across core and emerging markets.
- Direct the sales and business development teams to achieve market share and revenue targets.
- Engage with senior customer stakeholders to secure strategic wins and advance key opportunities.





- Evaluate and prioritize new markets, sectors, and geographic expansions.
- Develop and oversee capital expenditure plans required to enable scalable growth.

Technology Commercialization & Innovation

- Collaborate closely with the VP Technology and Innovation Hub to commercialize new technologies.
- Identify and develop new product applications and market pathways for Evergreen's technology portfolio.
- Strengthen Evergreen's technical capabilities to build durable, competitive advantage.
- Oversee pilot programs, customer trials, and technology deployment initiatives supporting growth.



Market Development & Portfolio Strategy

- Lead penetration of new markets using structured pipeline development and disciplined execution.
- Map Evergreen's competitive landscape and identify diversification opportunities.
- Evaluate resourcing requirements and profitability pathways before market expansion decisions.
- Align product and service capabilities to evolving customer and industry needs.



Financial Performance & Profitability

- Deliver revenue, gross margin, and EBITDA results in alignment with the business plan.
- Ensure cost discipline, optimized pricing strategies, and value-based investment decisions.
- Partner with sales and operations to drive margin optimization across the value chain.
- Oversee financial performance reviews, resource allocation, and performance modeling.

People Leadership & Organizational Performance

- Set clear expectations and performance targets for all direct reports.
- Develop and mentor leaders to strengthen capability, accountability, and succession readiness.
- Reinforce Evergreen's cultural values and ensure team alignment with 10FOLD leadership principles.
- Advocate for effective compensation and incentive structures for Evergreen teams.

Collaboration with 10FOLD Leadership

- Partner with 10FOLD Executive Leadership to align enterprise capabilities with operating company priorities.
- Work closely with VP Operations, VP Corporate Sales, VP Technology, and VP Finance to support growth execution.
- Participate in enterprise leadership forums to ensure alignment and cross-operating company synergy.
- Share best practices and collaborate with other Managing Directors to strengthen group-wide performance.

QUALIFICATIONS

- 10+ years of leadership in oil and gas, mining, or chemicals.
- Proven expertise in leading strategic market growth from identification to execution.
- Strong ability to manage P&L for profitability and growth.
- Track record of aligning teams to achieve growth.
- 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. 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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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: Greater Calgary Area (Okotoks, AB)

Application Deadline: April 22, 2026

Short List Interviews: May 2026

Salary Range: \$200-220K plus bonus model

This position is currently available

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.