



Opportunity Profile

CHIEF SALES OFFICER
PHANTOM SCREENS

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Phantom Screens is searching for a seasoned sales executive and strategic leader to join their team as Chief Sales Officer (CSO).

Reporting to the Chief Executive Officer (CEO) and as part of the Senior Leadership Team (SLT), the CSO is responsible for creating and overseeing all sales strategies, analyzing results, and adjusting plans to ensure Phantom Screens' products remain viable in changing markets and competitive conditions. The CSO leads the Sales Department, champions Phantom's strategic vision, demonstrates corporate values, fosters culture, builds trust with channel customers, and communicates effectively at all levels. The CSO is charged with driving sustainable and profitable sales growth, maximizing market penetration, and expanding into new channels and geographies. Additionally, this role will spearhead Phantom's international expansion into Europe while shaping the future of their commercial strategy; optimizing the Business Development Team today and building a dedicated organization aligned with a robust sales process for tomorrow.

If you are a visionary and motivated sales leader with a track record in achievement and change management, and you fully align with the strategic direction and values of Phantom Screens, we would love to hear from you!





WHO WE ARE

Located in Abbotsford, BC, we've been providing innovative screening solutions for the Lower Mainland since 1992.

Whether allowing that cool breeze to pass on through, or to keep those pesky bugs out, we're excited to offer a wide range of solutions from retractable doors, windows, and large opening screen solutions. All of our retractable products are custom fit and installed by our knowledgeable, professionally trained installers.

Our reputation has been built on providing quality products and dependable customer service all year round.



OUR CORE VALUES

At Phantom Screens, we value all employees and are committed to a safe, harmonious, and respectful work environment. All employees are required to help us achieve this by practicing our core values:

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

KEY RESPONSIBILITIES

Strategy & Execution

- Contribute to the company's overall strategic direction, filtered through corporate values.
- Develop and implement short- and long-term sales strategies and annual initiatives, ensuring alignment with organizational goals and revenue growth targets.
- Oversee all revenue-generating sales activities, including distributor networks, big box channels, network channels, expansion, and international channels.
- Design, implement, and manage the organization's sales process, from relationship development to contract finalization, to achieve sales targets.
- Champion the Phantom brand and customer experience philosophy, leading the Customer Experience team to new heights.
- Implement new and well-researched sales initiatives, strategies, and solutions; understand the value proposition of each market segment and product to formulate and recommend policies and programs for sales activities.





- Increase sales revenue through tailored strategies for each vertical, sales channel, and service.
- Analyze sales results, adjust strategies, and ensure the organization remains competitive and viable.

Sales Leadership



- Provide leadership, strategic direction, and resources to the Business Development Department (and the Sales Department in the future), overseeing performance, achievement of goals, and alignment with business strategies.
- Develop, mentor, and coach the Sales team; evaluate performance, identify training needs, and initiate solutions.
- Lead and manage all activities within the Sales Department including account management, customer support, and expanding opportunities within the current customer base.
- Establish relationships with key personnel in various markets; attend industry events and conferences; maintain long-term relationships with key customers and strategic partners.
- Negotiate sales and business development transactions including licenses, contracts, agreements, and partnerships.
- Ensure a Customer Relationship Management program is implemented and fully utilized.
- Collaborate with other departments (Marketing, Product, Operations, Finance, Employee Experience) to align efforts and achieve organizational goals.



Sales Excellence

- Conduct business, performance, and competitive analyses.
- Track and review actual sales results against targets and KPIs; implement necessary changes and solutions.
- Develop and implement tools for forecasting and monitoring sales performance.
- Manage the Sales Department's capital and expense budgets, ensuring fiscal responsibility.
- Communicate sales forecasts to the Production Team and articulate results in reports and presentations to stakeholders.
- Maintain a stable knowledge base of the industry, competitors, and regulatory activity; conduct regular research to keep Phantom Screens competitive.
- Identify top talent and contribute to recruitment for the Sales Department.



QUALIFICATIONS

- Bachelor's degree with a business focus, or an equivalent combination of education and experience.
- Formal sales training utilizing established, flexible methodologies with a track record of success.
- Minimum of 10 years' sales experience, with at least 5 years' experience in a senior management position overseeing multiple sales channels including distributor networks, influencer channels, and negotiating national retail programs.
- Experience selling in the US and working knowledge of other international markets.
- Superior interpersonal and communication skills; able to interact comfortably and confidently at all levels.
- Highly developed analytical skills and sound judgment in decision-making.
- Experience with distributor networks in the home improvement industry.
- Enjoys leading, coaching, and motivating a dispersed team; skilled in change management.
- Positive and professional disposition; organized, methodical, and composed under pressure.
- Able to accomplish multiple and changing priorities.
- Proficient in Microsoft Office suite.
- Comfortable working independently or as a team contributor.
- Available to travel extensively (approx. 35% throughout North America; Europe 1-2x/year).
- Able to work out of the corporate Head Office in Abbotsford, BC.

PERSONAL ATTRIBUTES

- Visionary and strategic thinker with a successful track record of developing and implementing sales strategies that result in exponential growth.
- Demonstrated success leading, coaching, and motivating a dispersed team.
- Maximizer who embraces best practices and is open to new ideas.
- Alignment with Phantom's corporate values and culture.

OUR SEARCH TEAM



jeff@nelsonandkraft.com
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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604.614.2665

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: Abbotsford, BC

Application Deadline: open until a suitable candidate is found

Interviews: ongoing

Start Date: TBD

Salary Range: \$175,000 - \$225,000

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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