



FRASERWAY.com

Opportunity Profile

GENERAL MANAGER - LEDUC DEALERSHIP
FRASERWAY RV

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Fraserway RV is searching for a relational and growth-minded sales leader to join their team as General Manager – Leduc Dealership.

The GM is responsible for ensuring their team is set-up for success to deliver against key dealership performance metrics that are also aligned with the Fraserway RV mission, vision and values. They will work closely with the Vice President of Dealerships & Sales to identify innovative ways to ensure their dealership is poised for scalable and sustainable growth while maintaining Fraserway RV's core values.

The GM will bring vision, inspiration and mentorship to their team, fostering a vibrant, inclusive environment that fuels creativity, stimulates positive morale and sharing of ideas. Through strengthening the team's capabilities, the GM will serve as a proud ambassador for Fraserway RV within the industry and community. With adventure and a love for the outdoors at their core, this leader's passion will ignite a similar spirit throughout the dealership. Success in this role will be defined by the collective achievements and growth of the teams they inspire and lead.

If you are a collaborative and empowering strategic sales leader with a proven track record in growing an organization's market share and profitability, we would love to connect with you.





WHO WE ARE

Built on Trust, Driven by Adventure

Since 1969, Fraserway RV has grown from a family-owned business into Canada's only coast-to-coast RV dealership and the nation's largest rental company. Our founder's motto—"Never satisfied until good is better and better is best!"—still drives us today, fueling our passion for exceptional service and continuous improvement.

With decades of RVing experience, we've explored Canada's beauty, built lasting connections and strengthened our commitment to quality. Our vision is simple: to be Canada's leading RV adventure company, inspiring families and individuals to embrace the RV lifestyle, create unforgettable memories and connect with nature.

At Fraserway RV, we're not just selling RVs—we're RVers ourselves. We turn travel dreams into reality, one incredible adventure at a time.



OUR MISSION

As a team, we do everything possible to ensure our customers' adventure dreams are realized.

OUR VALUES

Our attitude, behaviours and actions are grounded in biblical principles, exemplified by love and care for all, courage and persistence, generosity, excellence and servant leadership with accountability.

- Respect
- Teamwork
- Happy Customers
- Integrity
- Innovation
- Social Action

POSITION MANDATE

- Ensure the Leduc dealership and people initiatives are aligned, and the team behaviours support the company mission, vision and values.
- Lead and partner with the Dealership Team in understanding current strengths, areas of opportunity and challenges.
- Inspire and lead the Dealership Team in identifying innovative and scalable business strategies and action plans that nurture its strengths, exploit areas of opportunity and overcomes challenges.
- In partnership with the Vice President of Dealerships & Sales and the National Leadership Team, achieve expected top-line, bottom-line and market-share results in alignment with short- and long-term dealership and overall Fraserway RV business objectives.
- Drive and increase sales of RVs, parts and service so that Fraserway RV is in the top two in market share.
- Relentlessly pursue excellence in servicing our employees (eNPS) and our customers (cNPS).



KEY RESPONSIBILITIES

- Responsible for the oversight and administration of the Leduc dealership P&L.
- Provide effective leadership and mentorship to the Dealership Team to ensure it capitalizes on the full potential of its valuable people resources and asset capabilities. The team is comprised of 4 direct reports and an overall dealership size of 35 individuals.
- In partnership with the Vice President of Dealerships & Sales and Chief Financial Officer, create the overall dealership budget with top line, bottom line, balance sheet and cash flow targets for RV sales, F&I, service, rentals and parts. Monitor the Leduc dealership finances and plan future financial stability through appropriate investments and forecasting.
- Proactively consult, brainstorm and share best practices and ideas with 12 Dealership General Manager colleagues.
- Partner with the National Leadership Team to identify strategies and action plans to maintain a high level of customer satisfaction and delivery of KPIs that include sales, service, parts, rentals, costs, quality, productivity, efficiency, safety and morale.
- In partnership with National Sales, responsible for driving sales and overseeing new and used inventory turns.





- Partner with the Sr. Director, People & Culture and team to attract, hire and retain top talent. Ensure identified “HiPo” employees are receiving appropriate and timely business and professional leadership development in preparation for greater roles of responsibility, and that all employees have visibility to opportunities they can aspire to, and an understanding of the professional development and learning required to do so.
- In partnership with the Leadership Team, identify effective and targeted community communication and customer-facing activities that align with the overall company's branding strategy, “The Place for Everything RV.”
- Establish dealership annual and longer term KPOs in alignment with dealership company top-line, bottom-line and market-share goals and objectives.
- Promote collaboration, innovative thinking and sharing of ideas to identify best business and people practices.
- Stay abreast of consumer trends, demands, changing tastes and competitor value propositions to ensure company brands and models align with customer needs and wants.
- Establish and maintain positive and prudent relationships with vendors.
- Utilize technology to effectively leverage market dealership offerings to target marketplace customers.
- Solicit ongoing employee and customer feedback to identify dealership strengths and areas of opportunity and improvement.
- Ensure employee understanding and adherence to safety procedures and standards.

QUALIFICATIONS

Experience, Skills & Education

- University degree or college diploma.
- Minimum of 3 years of successful related leadership experience at an executive management level within a regional or national customer service driven business.
- Able to see the "big picture" and work with a leadership team in developing strategies and action plans to achieve it.
- Adept at assisting teams to deconstruct complex information, identify critical control points and a clear path forward.
- Proven success in growing an organization's market share and profitability.
- Able to stay abreast of industry and consumer interests, and to anticipate future industry and consumer trends.
- Gifted strategically and adept at assisting teams building out sub-set strategies and go-forward action plans inclusive of key stakeholder involvement, milestones and timelines to achieve end goals.
- Able to envision opportunities across a business and determine short-, medium- and long-term priorities to seize them.
- Broad understanding of sales, marketing, operations, risk management, finance, supply chain and talent management.
- Demonstrated ability to lead an organization that is values-based, embracing innovative ideas and creative approaches.
- Accomplished at identifying and refining business processes, systems and practices that ensure delivery of unparalleled results for the business, employees and customers.

QUALIFICATIONS CONT.

- Excellent organizational, time, priority and project management skills.
- Understands the importance of succession planning and employee development and leads the organization to set-up the appropriate human capital development structure to meet current and future needs.

Management Style

- Values-led decision maker; ensures the company mission, vision and values are at the forefront of everything.
- Collaborative, transparent, honest and approachable leadership style, with an ability to relate to and lead individuals while encouraging the exchange of ideas and information at all levels of an organization.
- Active listener, and able to communicate in a genuine and clear manner.
- Belief that a high-touch experience is paramount to customer satisfaction.
- Consultative leadership and interpersonal style combined with senior management skills developed within a complex consumer B2C sales environment.
- Collaborative and communicative leadership style that ensures team members are engaged and focused on common goals.
- Inspires passion and commitment in achieving business and personal goals and objectives, leading by example to encourage an authentic, innovative approach to achieving personal, professional and corporate goals.
- Proven ability to attract top talent and build cohesive high-performing teams.

KEY LEADERSHIP CHARACTERISTICS

- **Strategic and Results-Oriented Leader:** Sets a clear vision for growth and delivers results through strong execution, accountability and a focus on achieving sales and operational targets.
- **Inspirational People Leader & Coach:** Builds high-performing teams by motivating, developing and mentoring employees while fostering an engaged, inclusive and positive culture.
- **Customer & Business Focused:** Champions an exceptional customer experience and builds strong relationships that drive sales performance, loyalty and long-term business success.
- **Adaptable & Innovative Decision Maker:** Embraces change, leverages data and insights to make sound decisions, and continuously seeks opportunities to improve performance and respond to market conditions.
- **Values-Driven & Community Minded:** Leads with integrity, accountability and authenticity while positively representing the organization within the industry and community.

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 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: Leduc, AB

Application Deadline: October 6, 2026

Short List Interviews: October 2026

Start Date: TBD

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.

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