

## Vice President, Sales and Marketing

---

Maritime Paper Products Limited Partnership (MPPLP) is the leading manufacturer of corrugated packaging in Atlantic Canada with three manufacturing facilities and convenient access to a major shipping port for ease of exporting worldwide. MPPLP's products include standard brown shipping cartons, 7-colour flexographic printing, retail displays, specialty folding, die cuts, and wax and wax alternative packaging, as well as an ever-growing service line including graphic services, structural and design services, and packaging audits. MPPLP is part of the Scotia Investments Family of Companies, employing approximately 1,200 across all sectors.

Based in Dartmouth, Nova Scotia and reporting to the Chief Executive Officer, the **Vice President, Sales and Marketing** will lead and manage Maritime Paper's sales team and implement strategies and action plans for effectively managing relationships with clients and partners, while directing sales, marketing and business development activities which drive revenue growth. With outstanding relationship building and change leadership skills, you will work collaboratively with the operations teams and clients to expand and diversify products and services while fully leveraging existing offerings. You will evaluate and enhance customer service and support systems, ensuring a positive and productive client experience; assist the sales team in promoting MPPLP's competitive advantage to integrate the design of packaging materials with the marketing and branding standards of every customer; demonstrate visible leadership and effective management through the development and mentoring of a cohesive sales and marketing team, providing sound advice and guidance based upon your own track record of success; draw upon your deep experience with a variety of sales programs and processes to complement and improve those currently in place; implement a new way of thinking about clients by utilizing data analytics to better understand trends in the market, and identify opportunities for increased market penetration and expansion which are aligned with the company's financial and operational objectives.

The ideal candidate is a highly experienced senior sales and marketing executive with a post-secondary degree and a solid track record of maximizing growth potential within a competitive landscape. You have earned the reputation of being an excellent leader, collaborator and mentor and your financial, analytical, and general business skills enable you to implement and monitor budgets, key performance metrics and industry data, and to lead the changes required to effectively address evolving business priorities and fiscal objectives. You are adept at assessing and improving sales performance by consistently identifying opportunities for better processes and improved client service. You effectively communicate strategic priorities and implement procedures, systems and benchmarks which balance responsibility and accountability with a drive for delivering results. You have the leadership experience, the sales and marketing expertise, and the people management skills to successfully lead a diverse team who will consistently anticipate clients' needs and ensure that Maritime Paper is the supplier of choice for existing and future customers.

---

If you are interested in this opportunity, please apply online at [www.kbrs.ca/career/XXXX](http://www.kbrs.ca/career/XXXX). For more information, contact Jeff Forbes or Bethany Parker at [bparker@kbrs.ca](mailto:bparker@kbrs.ca)

*We will provide support in the recruitment processes to applicants with disabilities, including accommodation that takes into account an applicant's accessibility needs. If you require accommodation in order to participate as a candidate in the recruitment process, please contact [accommodate@kbrs.ca](mailto:accommodate@kbrs.ca).*