

## Company Profile

**Livestock Water Recycling** is the innovator of the award-winning PLANT. This patented technology platform provides hog, dairy, anaerobic digester, and food processing operations the ability to recycle clean water and fertilizers from nutrient laden liquids. LWR's approach to manure treatment achieves triple-bottom-line outcomes: meeting the growing demand for food, increasing farmer profitability, and protecting the environment and public health. LWR's fertilizer PLANTs save farmers time and money by providing them with a cost-effective solution to manage manure and bioliquids in a sustainable manner. LWR has systems operating throughout Canada, the US, the Middle East, and the United Kingdom.

In 2020, LWR CEO was named one of the six most influential women in Canadian Agriculture for her vision of Lagoon free protein production and was selected to join Google's first Google for Startups Accelerator for Women Founders. Most recently, LWR made the FoodTech 500 as the highest ranking Canadian agrifoodtech company, claiming the 31<sup>st</sup> spot. Now focused on digitizing manure, LWR launched LOIS: the first ever Machine Learning application for manure. LOIS helps producers make informed decisions to access digital marketplaces including fertilizer sales, nutrient trading, carbon credits and the rapidly expanding biogas sector. LOIS was selected as a Top 10 new product at this year's World Ag Expo in Tulare California.

## Vice President, Sales Summary

The Vice President of Sales provides leadership, direction, planning and execution of LWR's sales function. As the sales leader, the VP, Sales is accountable for overall sales performance, the profitable achievement of sales goals, and for aligning sales objectives with LWR's overall strategy. On the day-to-day, you'll oversee and execute the sales process, forecasting, opportunity strategies and negotiation. The VP Sales reports directly to the CEO.

### This role includes the following responsibilities:

- Develop, implement, and execute short and long-term sales plans, including strategies, goals, tracking mechanisms, sales models, annual budget and analytics.
- Manage the sales team, client focused operations and resources to deliver profitable growth.
- Hire and develop sales staff with a structured sales training programs that enable staff to achieve their potential and support corporate objectives.
- Oversee large multi-unit deals across North America and internationally.
- Responsible for dealer/distributor sales network and contracts.
- Exceed customer expectations and demand a high level of customer satisfaction.
- Provide detailed and accurate sales forecasting.
- Compile all business development activities related to customer and prospect interactions.
- Monitor customer, market and competitor activity and provide intel to executive team and other company functions.
- Ability to inspire and rally team members, continue to build and retain a world-class team of sales professionals.
- Create and nurture a feedback loop with Product, Engineering, Service, Sales (local as well as distributors), and Marketing.

- Establish and maintain productive peer-to-peer relationships with customers, partners, and prospects.
- Work closely with the marketing function to establish successful support, channel, and partner program.
- Manage key customer relationships and participate in closing strategic opportunities.
- Travel for in-person meetings with customers and partners and to develop key relationships.
- Expectations for travel up to 50%, when markets allow.

**The ideal candidate will possess:**

- Self starter mindset is a must
- Experience leading a startup, scaling for growth is preferred
- Bachelor's degree in a business major
- Master's degree considered an asset
- Minimum 7-10 years of experience working in sales management
- Manufacturing or agtech experience an asset
- Passport – must be able to travel to internationally
- Driver's license with clean record
- Knowledge of the agriculture industry or wastewater management is preferred
- CRM implementation and strategic use required

**The experience you can bring to LWR:**

- Successful track records of leading a significant and successful sales organization, ideally within a high-growth, B2B solution company
- Proven success in building a new market category and scaling a sales force with revenue streams of a growth-stage business
- A demonstrated track record of success selling into brand new markets.
- Successful experience growing revenue by 3X and beyond
- Experience selling and coaching sales teams for technology sales to clients in major sectors and geography with multiple buyers, departments, and influencers.
- Strong, hands-on knowledge of the product and demo skills.
- Passion and proven ability to implement sales processes, productivity improvements and training programs while using quantitative and analytical skills to drive sales and growth.
- Organized leader with the ability to build innovative sales models and strike a strong balance between strategic thinking and tactical execution.

LWR offers a competitive salary structure based on experience level, plus a comprehensive benefits package that includes health, dental and life insurance.

**Instructions**

- Please include the job title in the subject of your email.  
Submit cover letter and resume to [careers@livestockwaterrecycling.com](mailto:careers@livestockwaterrecycling.com)

**We thank you for your consideration, only selected applicants will be contacted. This position will remain open until filled.**