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Opportunity Profile

Director, Sales

Location: Calgary, Alberta



About Force Inspection Services

<http://www.forceinspection.com/>

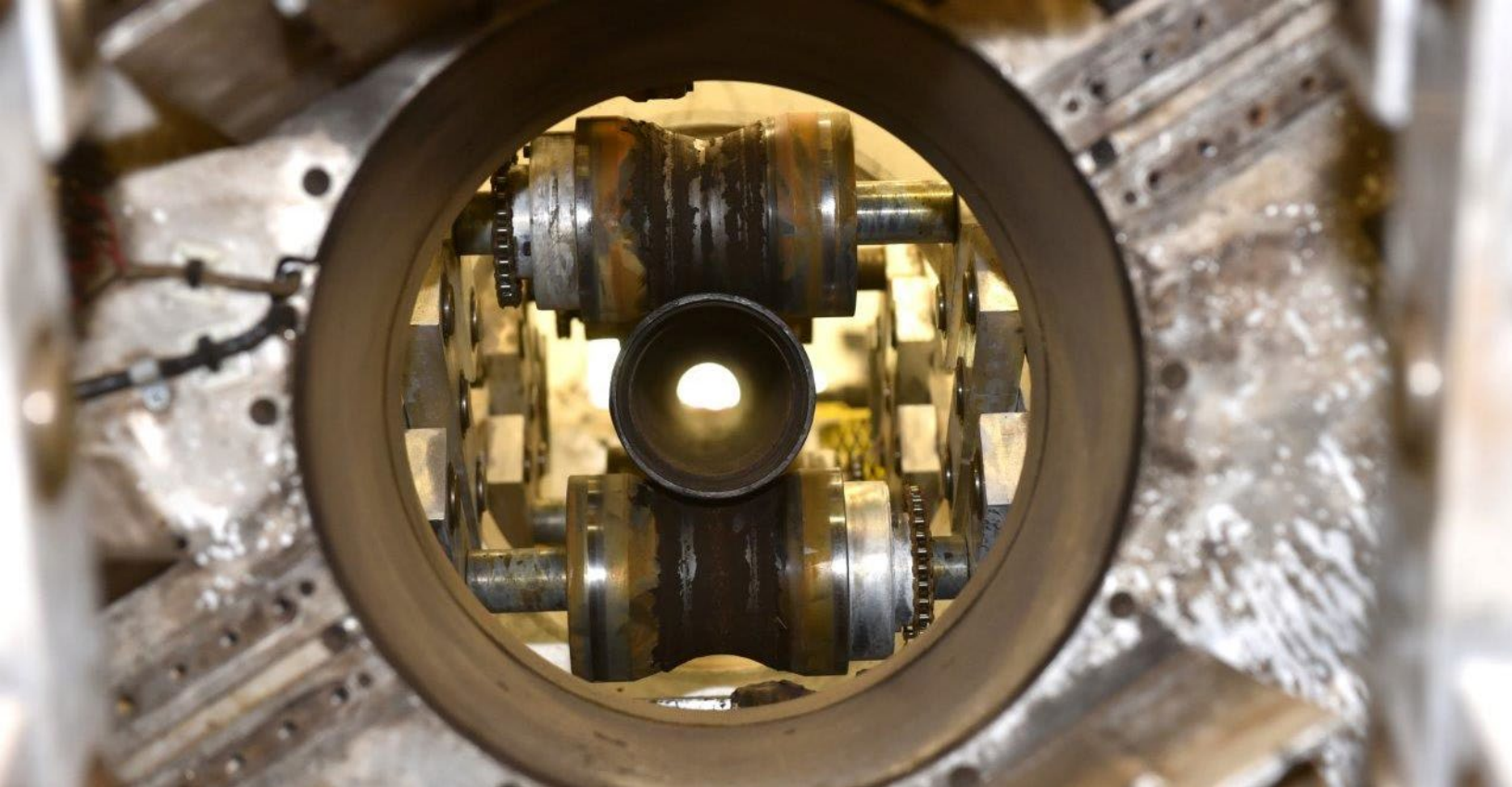
Force Inspection Services Inc. is a Canadian privately owned company headquartered in Leduc, Alberta. The company provides a wide range of products and services for the Oil & Gas industry, specializing in the inspection, repair, and manufacturing of oilfield tubular products and related OCTG products and services.

Force was established in June 2003, in Leduc. In 2009 Force opened a second inspection facility located in Grande Prairie to support its customers' needs in the area. In November 2022, Force significantly expanded its operational footprint in Western Canada through the acquisition of Shawcor's Oilfield Asset Management division (Guardian), increasing the number of operational facilities from 2 to 8 while tripling in size. Force currently operates facilities in Nisku (2), Grande Prairie (2), Fort St. John, Brooks, Lloydminster, and Estevan.

Over the years, Force has established a strong reputation in the industry for quality work and timely service. The company plans to continue to expand its service offering in a rapid growth business environment across North America.

Force's main current service offerings include:

- In-plant and field inspection and repair of drill pipe, drill collars, HWDP and BHA;
- OCTG (Tubing & Casing) inspection and repair (API & Proprietary);
- OCTG Accessories manufacturing and threading services (API & Proprietary);
- Downhole Tools manufacturing, inspection, and threading services (API & Proprietary);
- General machine shop services;
- Completion Products inspection and manufacturing (Sucker Rods, Lined Tubing).



Mission: Provide safe and environmentally responsible full-service tubular inspection and repair solutions focused on serving companies in Western Canada's conventional oil and gas industry. Deliver solutions and services that enhance our customer's business, create rewarding employee experiences, and enable profitable sustainable growth. Be supportive and involved in the communities we serve.

The Role: Director, Sales

Reporting to the SVP, Business Development, the Sales Director will be a pivotal member of Force's Leadership Team, responsible for developing and executing the sales strategy to achieve revenue targets and drive sustainable growth. This role will oversee and mentor a team of Sales Managers and Field Sales Representatives while collaborating closely with other departments to ensure a unified and customer-centric approach.

Key Duties & Responsibilities

- **Sales Strategy:** Develop and implement a comprehensive sales strategy that aligns with the company's goals and objectives. Provide executive level leadership and vision for the organization through the development of short and long term strategic sales and marketing plans.
- **Team Leadership:** Lead, mentor, and inspire a high-performing sales team, providing guidance and support to Sales Managers and Field Sales teams. Promote a team culture of excellence in safety, quality, customer satisfaction, efficiency and teamwork.
- **Revenue Growth:** Drive revenue growth by identifying new business opportunities, expanding and strengthening existing client relationships, and optimizing sales processes. Contributes to enhanced profit performance through a disciplined, professional, and solutions-based sales management approach.



- **Client Engagement:** Build and maintain strategic relationships with key clients, understanding their needs and ensuring exceptional service delivery. Represent the company at industry events and conferences, and participate in industry-related presentations and associations.
- **Sales Pipeline:** Manage the company's sales pipeline and ensure the effective tracking and reporting of upcoming opportunities through the company's Customer Relationship Management (CRM) tool. Monitor, analyze and report on sales quoting activities, pricing, and sales performance.
- **Market Analysis:** Collect and analyze information related to customers, market activity, industry trends, competitors, and potential developments to identify growth opportunities and business threats.
- **Sales Performance:** Develop and analyze sales performance metrics/KPIs, providing insights and recommendations for continuous improvement. Leverage the company's data and analytics platform to improve competitiveness, business growth, and profitability.
- **Business Planning:** Develop and manage the sales planning process effectively, optimizing resource allocation and profitability. Lead the commercial Budget process by business segment and customer. Participate in corporate strategic planning meetings providing market and sales input to the Senior Leadership Team.
- **Risk Management:** Review and negotiate effective commercial terms and conditions with customers, implementing customer management strategies to reduce risk and improve profitability.
- **Cross-Functional Collaboration:** Collaborate with Operations, Marketing, Product Development, and Customer Support teams to ensure a cohesive customer experience and product/service offerings.
- **Presentation & Reporting:** Prepare regular reports and present results to the Senior Leadership Team, detailing sales activities, results, sales forecast, and regular updates on strategic initiatives.

The Person

- Bachelor's degree in Business, Sales or a related field. Master's degree is considered an asset.
- Proven experience in sales leadership, with a track record of meeting or exceeding sales targets.
- Minimum of 5-10 years of Senior Sales and/or Business Development leadership experience with direct reports.
- Established reputation and existing customer relationships in the oil and gas industry.
- Strong strategic thinking, decision-making, and problem-solving skills.
- Exceptional communication, negotiation, and interpersonal abilities.
- Proficient in CRM software and sales analytics tools.
- Ability to inspire and lead a diverse sales team.
- A customer-centric mindset and commitment to delivering exceptional service.
- Direct or indirect experience in oilfield tubulars NDT, machining, and/or OCTG products will be considered an asset.
- Experience in a service or project based environment.

Compensation

A competitive compensation package will be provided. Further details will be discussed in a personal interview.

Express Your Enthusiasm

Email a convincing cover letter and tailored resume (PDF or Word) to **Shalini Bhatt**y or **Chelsey Howarth** at calgary@leadersinternational.com indicating the job title in the subject line of the email.

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www.leadersinternational.com