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SUREWx

OPPORTUNITY PROFILE

President

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Benefits to working with SUREWx

Over **100,000** pilots use our system

We **guide you** when winter and weather seems too complicated and time consuming
We **secure** your take off.

We **Reduce** your workload

We **increase** efficiency

About Our Client

SureWx Inc. is a unique company looking for an exceptional person to continue to expand their position as the recognized global leader in commercial holdover time solutions and decision support data for air carrier and airport applications. Senior executives from the world's top airlines come to SureWx for solutions that no one else can provide. SureWx personnel possess vast experience and expertise in winter flight operations, the science of weather and its impact on winter operations. The company operates a global network of instrument installations which support their unique services, and is well positioned with federal regulators and major airlines in North America and Europe.

SureWx is committed to developing, producing, and delivering aviation-grade, mission critical data services that consistently meet its customers' needs and requirements. SureWx's products and services seek to simplify our customer's operations, and to innovate to reduce workloads and improve safety.

Their international team has worked hard to become the world's largest provider of both:

- Electronic Holdover Time Solutions
- Fully Automated Winter Operations Solutions.

The Role: President

Reporting to the Board of Directors, the President is charged with the overall and day-to-day leadership and operations of the company through the establishment of strategic objectives, charting the course of



the organization, executing the objectives through the senior leadership team, and establishing key indicators of organizational performance.

SureWx recognizes that each employee has individual lifestyle goals, and that employment is a means to achieving these goals. SureWx is committed to seek unique employment arrangements to create a unique fit between the work required to meet company objectives and individual lifestyles.

SureWx's success will continue to be driven by a motivated, accountable, decentralized, and global group of highly skilled people.

Since the SureWx staff is distributed across Europe and North America, this position is remote and requires travel.

Role and Key Responsibilities

Strategic Leadership

- Developing and sustaining a high performing, innovative culture focused on creating value for customers and shareholders, and operating according to the corporate values;
- Staying abreast of competitor positioning, customer needs, and industry trends to inform the strategic direction of the business and the products brought to market;
- Leading strategic and annual planning processes and producing operating plans, budgets and capital allocation requests for approval by the Board;
- Driving the execution of strategic business plans;



- Assessing, monitoring and evaluating key drivers of corporate value and the financial performance;
- Forging long term relationships with key internal and external stakeholders to ensure optimal performance;
- Fostering a positive and ethical work environment that is conducive to attracting, retaining, and motivating a diverse group of top-quality employees at all levels.

Revenue and Business Development

- Representing and promoting the company in a positive manner aligned with stated values in all dealings internal and external;
- Actively identifying opportunities for business development and providing strategic input. Acting as a key negotiator in strategic initiatives;
- Understanding customer contracts and ensuring compliance with all contract terms;
- Identifying growth opportunities, including new markets, geographic expansion, and additional lines of business, developing plans to penetrate the new markets and geographies.

Organization

- Developing and maintaining an appropriate organizational structure that effectively and efficiently supports the needs of the business;
- Building, sustaining, evaluating and developing a senior management team capable of doing the work and delivering the results.

Financial Management

- Maximizing the financial profitability and minimizing the working capital requirements of the Company, ensuring that the cost structure and capital structure are appropriate;



- Development of annual budgets for approval by the Board, and updating to budgets as the year progresses;
- Protecting the Company's assets and resources through proactive risk management;
- Implementing actions to mitigate risks, overcome challenges and create new opportunities.

Board Management and Governance

- Working with members of the Board to ensure proper governance and oversight;
- Ensuring that a transparent and "no surprises" approach is taken in all dealings with the Board;
- Managing compliance with all legal requirements and leading the management of any legal processes.

Professional Qualifications & Experience

- Experience leading a high-growth, innovation-driven business in a new market segment;
- Demonstrated experience building organizational capability, structure and processes;
- Foundational training and experience in IT and data management;
- A strategic executive with the ability to develop and implement business and operating plans aligned with the overall corporate strategy and objectives;
- Proven performance managing across the full range of operations functions;
- Extensive experience in roles with full P&L responsibilities;
- Track record of shareholder value creation through disciplined, profitable organic growth;
- Strong track record of organizational and employee development in a remote environment;
- Good communication skills;
- Entrepreneurial attitude (accountability).



Education

- Relevant academic credentials, preferably a bachelor's degree in one of the STEM disciplines (Science, Technology, Engineering, Mathematics);
- Master of Business Administration considered an asset.

Contact

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Leaders International specializes in the recruitment of Board of Directors, leadership succession and executive level positions. Our global network, **Penrhyn International**, is a world leader in the executive recruitment industry, with more than 47 offices in over 25 countries on 5 continents.