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Opportunity Profile

Chief Sales Officer

Location: Calgary



About Bromwich+Smith

<https://www.bromwichandsmith.com>

The purpose of Bromwich+Smith is to empower Canadians to create a healthy financial life by helping them to take control of their finances. By creating a more financially resilient Canada – one solution, one person, one connection at a time, Bromwich+Smith helps people through some of the toughest, most emotionally challenging points in their lives. They give Canadians the advice, attention, and confidence to tackle their debt, regain control of their finances and plan for a brighter future.

At Bromwich+Smith, they understand the stress that debt can put on you. They know it's hard to talk about debt, and their judgement-free advice will help you make the best decision. Bromwich+Smith help thousands of Canadians every year who are struggling with overwhelming debt by providing permanent debt relief options such as a Consumer Proposal or Bankruptcy. As Licensed Insolvency Trustees, Bromwich+Smith are the only debt relief professionals licensed and regulated by the federal government.

Corporate Values

- People come first
- Committed in heart and mind
- Succeed together
- Own it
- Find a better way
- Do the right thing

The Role: Chief Sales Officer

Reporting to the President and CEO, the Chief Sales Officer (CSO) is an integral member of the Executive Leadership team, and is responsible for the creation and execution of the sales and business development growth strategy. As CSO you will also be responsible for overseeing, developing and executing a strategic sales business plan for growth to drive revenue. You will also be instrumental in driving business development initiatives and creating valuable partnerships within the insolvency and financial services ecosystem.

rebuild your worth.



Reporting to the CSO is a Director of Sales and 1 Business Development Account Executive. The Director of Sales has a team of 3 Managers who in turn oversee Insolvency Advisors, Document Compliance and other support roles. Total headcount under the CSO is approximately 41 FTE.

Key Responsibilities

Responsibilities for this position are:

- Oversee sales achievement and work with Insolvency Advisory Team and Business Development Team, ensuring they are aligned with the overall growth strategy and executing effectively to achieve targets.
- Directly responsible for the growth of the sales teams by way of establishing an infrastructure to support them, including but not limited to coaching, goal setting, and business planning.
- Identify, evaluate, and execute high-priority business development opportunities. Create and implement a comprehensive strategic business development plan targeting new and existing revenue-generating partnerships. Develop systems, strategies, and methods to efficiently build and maintain relationships with partners within the insolvency and financial services ecosystem.
- Mentor, develop and coach sales leaders, with a focus on KPI's, performance and growth, including monitoring and reporting on sales performance, using data analysis to identify areas for improvement and change.
- Collaborate with leadership to identify and implement processes and systems to improve quality, productivity, efficiency and increase margins, while reducing annulments, all with the focus of enhancing the overall client experience.
- Work closely with Marketing Team and other Departments to provide insights on the effectiveness of lead generation and pipeline management.
- Work closely with the CEO and other members of the Executive Leadership Team to drive the overall vision and strategy of the Company.
- Represent the organization at industry events, conferences, and networking opportunities.
- Participate in cross-functional teams to drive the planning and execution of key initiatives, ensuring alignment with organizational goals and objectives.
- Continuously monitor industry trends and competitive landscape, providing insights and recommendations for proactive strategic adjustments.

The Person

- MBA or Bachelor's degree in Business, Finance, Marketing, or related field.
- 10+ years of experience in B2C sales, partnership management, and business development, with a proven track record of achieving sales targets.

- Extensive knowledge of insolvency, financial services products and services and other restructuring options.
- Significant experience in successfully building and leading large, high performing sales teams.
- Excellent communication, negotiations and influence skills at all levels, including presenting to a Board of Directors.
- Excellent negotiation and closing skills, with the ability to manage complex sales processes.
- Strong analytical and problem-solving skills, with the ability to use data to inform sales strategies and tactics.
- Advanced ability to build relationships with individuals and groups that are relevant to company interests and promote the company's image (e.g., community leaders, press, government, vendors, industry leaders, CEO's and other partners).
- Exceptional and advanced business and financial acumen.
- Expertise in a client-centric, solution selling approaches.
- Strategic thinker, able to make actionable recommendations and focus on clear objectives and outcomes.
- Experience with CRM software and digital tools and techniques.
- Strong data analysis and project management skills.

Competencies & Personal Characteristics

- **Accountable** – Solutions-focused, organized multi-tasker who adapts well to change; a team player; has ability and willingness to keep learning, time and self-management skills; effective at meeting deadlines, balancing priorities, multi-tasking, and getting the job done.
- **Visionary** – Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs and processes.
- **Strategic** – Develops/implements a plan in support of organizational strategic direction. Demonstrates an understanding of the link between job responsibilities and overall organizational goals and performs one's job with the broader goals in mind.
- **Good Negotiator** – Treats staff, peers, and colleagues with respect; resolves conflicts both respectfully and in a timely manner; negotiates effectively, providing effective feedback to colleagues and employees.
- **Communication** – Strong communication and interpersonal abilities; writes and presents with clarity and purpose; communicates effectively in positive as well as negative circumstances; listens well.
- **Leadership** - Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.

- **People Development** – Fosters long-term learning and development of others through coaching, managing performance and mentoring; has a genuine desire to develop others and help them succeed with a positive, can-do attitude; recognizes deserving staff and colleagues.

This position is based in Calgary, Alberta and only available to those who are local or willing to relocate to Calgary. You must be located in Canada with a valid work permit.

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 to **Shalini Bhatt** or **Chelsey Howarth** at calgary@leadersinternational.com indicating the job title in the subject line of the email.

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