

## Opportunity Profile

### Confidential Director of Sales

#### The Position

This opportunity is for a Director of Sales within the transportation and logistics industry, responsible for leading external growth while maintaining and expanding long-standing customer relationships.

Reporting directly to the CEO, the role combines strategic responsibility with hands-on business development. The Director of Sales will be accountable for market expansion, key account leadership, and the development of a disciplined commercial approach aligned with operational capacity and profitability.

This national role works closely with senior operations leadership to ensure commercial commitments are practical, scalable, and economically sound.

#### Key Responsibilities:

##### Strategic Growth & Market Development

- Lead the external growth strategy across transportation and logistics services.
- Identify and develop new markets while strengthening existing customer relationships.
- Manage complex sales opportunities using a structured, consultative approach.
- Build and maintain a clear, reliable sales pipeline aligned with revenue, margin, and capacity targets.

##### Leadership & Commercial Discipline

- Lead and develop a performance-focused sales team with clear accountability.
- Establish goals, KPIs, and operating rhythms that support consistent execution.
- Set expectations for professional, consultative selling and long-term customer management.

##### Enterprise Alignment

- Partner with senior operations leaders to align sales activity with delivery capability.
- Contribute market insight to forecasting, capacity planning, and investment decisions.
- Act as the primary commercial liaison between customers and internal teams.

##### Market Insight & Execution

- Monitor market conditions, customer needs, and competitive dynamics to inform growth priorities.
- Support targeted market entry and expansion initiatives.
- Drive consistent CRM usage to improve opportunity visibility, forecasting accuracy, and decision-making.

#### Experience & Profile

- 10+ years of senior B2B sales and business development experience in transportation and logistics.
- Demonstrated ability to manage strategic accounts and develop new business.

- Experience leading complex sales and executing against defined growth objectives.
- Strong commercial judgment, including pricing, margin management, and account selection.
- Comfortable using CRM systems and data to guide strategic priorities and performance.
- Credible, steady executive presence with the ability to influence across functions.
- Effective in fast-paced environments that value reliability, service quality, and execution.
- Travel across Canada is a requirement

## **Compensation**

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

## **For More Information or to Apply**

Email a convincing cover letter and tailored resume (PDF or Word) to **John Dugdale** at [apply@leadersinternational.com](mailto:apply@leadersinternational.com) indicating the job title in the subject line of the email.

**Leaders International Executive Search**

[www.leadersinternational.com](http://www.leadersinternational.com)