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OPPORTUNITY PROFILE **DIRECTOR, MASS TIMBER SALES & MARKETING**

KALESNIKOFF
TIMBER INSPIRES

LOCATION **VANCOUVER**



the right people

KALESNIKOFF | DIRECTOR, MASS TIMBER SALES & MARKETING

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THE ORGANIZATION

KALESNIKOFF

Kalesnikoff Mass Timber (KMT) is a key component of Kalesnikoff Lumber, a fourth-generation, family-owned forestry and wood products company based in the West Kootenay region of British Columbia, Canada. With more than 80 years of experience in the forest industry, the company expanded into mass timber manufacturing in 2019 in response to growing demand for sustainable building materials. It now operates one of the most advanced, vertically integrated, multi-species mass timber facilities in North America, producing engineered wood products from locally sourced fiber and maintaining control over the entire value chain from harvesting and milling through to drying, laminating, and finishing. This integration allows Kalesnikoff to ensure consistent quality, reliable supply, and strong alignment with environmental stewardship and regional economic development.

The company manufactures a range of mass timber products, including cross-laminated timber (CLT) panels, glue-laminated timber (Glulam) beams and columns, and glulam timber (GLT) panels. These products are precision-engineered for strength, durability, and consistency, making them suitable for a wide variety of structural applications. Kalesnikoff combines modern manufacturing technology with decades of forestry expertise to ensure quality control throughout the entire process.



Kalesnikoff's mass timber solutions are used in residential, commercial, institutional, and industrial buildings across Western North America. Architects and engineers value mass timber for its structural performance, aesthetic warmth, and sustainability benefits. Because wood stores carbon and has lower embodied emissions than steel or concrete, mass timber construction can significantly reduce a building's environmental footprint.

In addition to its core mass timber operations, Kalesnikoff has expanded into prefabrication and modular construction with a facility in Castlegar, British Columbia. This plant produces prefabricated wall systems, panelized components, and modular building elements that help reduce construction time, improve quality control, and minimize on-site waste. By integrating mass timber production with prefabrication, Kalesnikoff is positioning itself at the forefront of efficient, sustainable, and modern building methods.

Vision: Building an inspired future, naturally and responsibly.

Mission: From seedlings to solutions, we are the leading integrated timber company creating a healthy sustainable future.

To learn more, please visit Kalesnikoff's [website](#)

THE OPPORTUNITY

DIRECTOR, MASS TIMBER SALES & MARKETING

As a family-owned, values based, fourth-generation company, Kalesnikoff is committed to making a positive difference for their employees, local community, and the environment. They steward relationships and resources by valuing people first, recognizing that they are their most important resource and never compromising on integrity.

Based out of the Vancouver office, the Director, Mass Timber Sales & Marketing is responsible for executing on the company's Sales and Marketing Strategy to achieve revenue and volume targets for all Mass Timber and Prefab/Modular product offerings. This role requires a deep understanding of construction sales strategies, with priority given to applicants with a deep understanding of mass timber and/or volumetric modular sales, as well as experience leading and growing a high-performing Sales and Marketing department.



Responsibilities

Sales Strategy & Execution

- Effectively forecast and plan for people resource needs to meet or exceed strategic sales objectives,
- Identify market and industry trends, build partnership and alliances to support and facilitate the company's objectives,
- Ensure required knowledge of the industry and business environment trends to provide the company with recommendations and identify opportunities to grow the business,
- Identify, analyze and report out on sales trends (such as competitive landscape, macroeconomic, product performance, etc.) and KPIs to inform business strategies on a quarterly basis,



- Work collaboratively with the Project Delivery department to lead successful contract negotiations,
- Support successful negotiations to maximize “win rate” while maintaining positive customer relationships,
- Work collaboratively with design, estimating, project delivery, and manufacturing departments to ensure sales offerings align with market demands and company requirements,
- Lead and create a sales culture that fosters strong client relationships, ultimately leading to satisfied repeat customers and long-term growth opportunities,
- Lead exploration and penetration of new markets as required to ensure quarterly sales targets are hit, with a focus on maximizing our most profitable products and revenue streams available,
- Develop and implement action plans to support strategic plans,
- Inform and refine ongoing marketing strategy to ensure marketing efforts are aligned with strategic objectives, are consistent with our brand guidelines, and are generating satisfactory return on investment.

Strategic Leadership

- Lead the day-to-day and strategic direction of the Sales Team to successfully accomplish sales targets and strategic objectives, both with respect to external sales pursuits as well as internal workflows and collaborative approaches,
- Provide strategic direction for business growth in conjunction with the Vice President, Construction Services and members of the Senior Leadership team,
- Responsible for developing and proposing the annual budget, including forecasting, cost analysis, and proposal of budget allocations within authorized limits,
- Lead strategies to increase market share capture for new offerings such as mass timber modular and prefabricated wall assemblies to drive sales growth of these product offerings,
- Work in collaboration with marketing consultants to develop and execute marketing strategies that support business objectives.



Team Development

- Champion a strengths-based leadership approach, aligning individual skills with business needs to optimize team performance; ensuring the right people are in the right positions to drive business success,
- Mentor and coach team members to maximize their potential, promote professional development, and build a culture of continuous improvement.

THE PERSON

Education & Experience

- Bachelor's degree in Business, Commerce or Architecture, Engineering & Construction from a recognized post-secondary institute and/or equivalent work experience,
- 5+ years of sales experience, including 2+ years of sales management experience,
- 5+ years of experience in a related technical field (e.g., architecture, engineering, construction) preferred,
- Experience leading and mentoring a high performing sales team to achieve company sales targets,
- Experience leading and executing marketing to achieve strategic sales objectives,
- Mass Timber experience is considered an asset.

Skills & Knowledge

- Proven track record of providing exceptional customer service
- Demonstrated ability to participate in development and lead execution of sales execution plans, across multiple product and service offerings
- Proficiency growing and implementing sales analytics and sales management systems to implement best practices in decision making and internal organization
- Proficient with Microsoft Office (Outlook, Word, Excel)
- Excellent communication skills, both written and verbal, with proficiency leading negotiations



Competencies and Personal Characteristics

Leadership – Supports desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who leads by example.

Accountable – Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.

Strategic – Reviews and guides a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one's responsibilities and organizational goals and needs, and acts with the broader goals in mind.

Integrity and Honesty – Demonstrates a resolute commitment to and respect for the spirit behind the core values of the organization, setting an example of professionalism and ethical propriety.

Influential and Collaborative – Has an open and consistent approach to working with others and possesses strong interpersonal skills, with the ability to build relationships and develop/maintain partnerships.

Creativity and Innovation – Shares/provides new insights into situations; questions conventional approaches; encourages new ideas.

Effective Working Relationships – Treats fellow committee members, and stakeholders with respect; resolves conflicts in a timely manner, and provides effective feedback to executive leadership.

Communication – Clearly presents information; communicates effectively in both positive and negative circumstances; listens well.

People Development - Fosters ongoing learning and development of others through coaching, and mentoring; has a genuine desire to develop others and help them succeed.

Stakeholder Focused – Anticipates and attends to the needs of internal and external stakeholders of the organization; keeps the interests of stakeholders in the forefront.



COMPENSATION

A competitive compensation package will be provided that includes an attractive base salary of \$160,000–\$190,000, plus a variable compensation plan, and excellent benefits. Further details will be discussed in a personal interview.

FOR INFORMATION PLEASE CONTACT:

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