



Job Description

Job Title: Regional Manager - Quebec

Location: Montreal, Quebec

Department: Sales

Reports To: National Sales Director

About Us:

At Nature's Way Canada, our mission is to responsibly enhance the health and well-being of individuals both within Canada and globally. We are committed to delivering high-quality natural health products that promote healthier lifestyles. Guided by our enduring dedication to health and happiness, we aim to make a meaningful and lasting impact on our customers, employees, communities, and the environment.

We're building a workplace where diversity, equity, and inclusion (DEI) are not just values, but daily practices. We believe that wellness extends beyond the products and services we offer, it's about how we support and respect each other at work too.

Nature's Way Canada has been recognized as one of Atlantic Canada & Nova Scotia's Top Employers for 2025, making it a great place to work.

Position Overview:

Reporting to National Sales Director, the Quebec Regional Manager, FDM + HFS will be a key member of the Sales Team and a leader in the Natural Health Industry in Canada.

The Quebec Regional Manager, FDM + HFS is responsible for enhancing current relationships within their assigned customer base and develop new business opportunities which align with Nature's Way Canada's overall sales & company strategy. This will be achieved by creating value, managing expectations, delivering exceptional levels of support, and demonstrating a customer-centric attitude.

The Quebec Regional Manager, FDM + HFS will take an omni channel view of the business to drive best practices for customer and consumer experience within the Nature's Way Canada business. They will develop and communicate strategies that connect company initiatives with customer and consumer interactions. This position will oversee all Quebec + Ottawa Key and Regional accounts in both the Food/Drug/Mass and Health Food Store Channel. This position will also have 1 direct report to support the Quebec + Ottawa region.



Key Responsibilities:

Revenue Management & Strategic Planning:

- Leads the development of business plans to grow net sales and profitability of customers within assigned responsibility in a sustainable fashion.
- Meet or exceed three primary key performance indicators: Sales Revenue, Trade Spend, Gross to Net & development of specific brand/need states.
- Develop and incorporate market/data insights into sell stories and share best practices with the greater organization.
- Grow the total net sales of the customers assigned, meeting annual revenue/profit goals by gaining acceptance and support of all key NWC business initiatives.
- Development of strategic customer business plans, building mutually beneficial partnerships with key retailers and distributors that deliver significant growth for NWC.
- Meet/exceed distribution, shelf placement and pricing goals.
- Manage expenses within allotted annual budget and completes call and/or reports as required.
- Leverage knowledge to streamline Corporate Sales strategies and plan.
- Providing leadership and management necessary to meet financial goals.
- Utilize internal resources such as a direct report in the region and the brand marketing team to achieve above goals.

Account Management:

- Develop “top to top” relationships with assigned strategic customers.
- Establish effective working relationships with current and potential business partners.
- Leverage superior account management and service into preferred vendor status with customers and model these skills and behaviors to other NWC associates.
- Establish and execute effective sales promotion campaigns to drive incremental sales.
- Create/develop presentations, including customer required forms, maintaining all documents in CRM system.
- Drive sales through marketing programs, researching and resolving customer problems, recommending modifications to the product selection, and coordinating sales negotiations.
- Participate in creation of in-store merchandising that drives brand presence and awareness, i.e. shelf schematics, category plan-o-grams, and placement of signage, floor stands, POP material.
- Invest our trade funds effectively to efficiently drive incremental consumption through assigned chain’s retail stores, quickly resolving any inappropriate investment and managing CMF within an approved budget.
- Develop product and category knowledge for all top selling products/categories and the ability to effectively communicate features, benefits, segmentation strategies and key ingredients to customers.



- Coordinate necessary and value-added in-store activity with consumer field sales force.
- Ability to travel to customers and be in-market weekly, as required.

Environmental and Social Responsibility:

- Support with the development, implementation and monitoring of the organization's environmental and social goals as they relate to your team. This includes establishing your team's performance metrics in alignment with the organization's sustainability strategy.
- Identify opportunities for innovation or continuous improvement to enhance the organization's sustainability goals (such as waste reduction/ diversion, circularity/ plastic reduction, emissions reduction, sustainable procurement, local sourcing, etc.).
- Foster a culture of sustainability within the organization by encouraging your team's participation in sustainability initiatives and committees (such as volunteering at community events, Sustainability Committee/ DEI Committee participation, 1% for the Planet employee nomination contest, etc.).

Required Qualifications:

- Five (5+) years of successful account management and direct selling experience in the Quebec/Ottawa region.
- Experience in consumer-packaged goods market with a strong desire to learn.
- Experienced in working in the Natural Health Industry.
- People Management experience is a plus.
- Bachelor's and or master's preferably in business or equivalent senior management sales experience.
- Exhibits outstanding business acumen, negotiation skills, team orientation, leadership, strong communication skills and analytical capabilities.
- Strong knowledge of retail and/or wholesale sales principles, methods, practices, and techniques.

Others:

- Candidate must be Bilingual.
- Candidate should reside in the Greater Montreal Area/Montreal Metropolitan Community to adequately service assigned accounts.
- Travel is required within the region to properly understand/execute organization objectives and complete duties as assigned.



How to Apply:

Please send a recent copy of your resume and cover letter referencing competition number NWC2509 to **CareersCanada@naturesway.com**. This posting will close on **25/08/2025**. We thank all applicants for their interest. We will contact those applicants chosen for an interview.

At Nature's Way Canada, we are committed to helping people live healthy lives. This commitment starts from within - with our vision to create a happy and healthy workforce that is diverse and where every employee feels inspired, included, with a sense of belonging and valued every day. The communities that we serve are vibrant, unique, and rich with diversity and we strive to reflect this within our team. Nature's Way Canada is proud to be an equal opportunity employer, and all qualified candidates will be carefully considered – regardless of race, gender and gender identity, sexual orientation, national origin, disability, or any other characteristic. Accommodation is available upon request for applicants with disabilities in the recruitment and assessment process and when hired.