

Vice President, Canadian Operations

Application Closing Date: May 15, 2022

ABOUT PURE LIFE CARBON

Pure Life Carbon provides the world's most advanced carbon-based agriculture products. We are a Clean-Tech manufacturing company with a focus on the environment and food security. PLC was founded with the mission to reduce greenhouse gas emissions, waste, and pollution; fighting climate change while concurrently helping to feed a growing global population.

PLC is comprised of three divisions. Upstream, Downstream, and Environmental Impact & Carbon Offset (EICO). Collectively these divisions own the complete market value chain starting with reforestation, moving through various stages of processing and consumer facing finished products, while ending with carbon capture and carbon tax credit creation.

Pure Life Carbon has a large addressable market, and the opportunity to define new market segments, which provide solutions to historically unsolvable problems, while simultaneously outperforming current and legacy products. We will manage forestry, create sustainable raw materials, and provide Advanced Carbons to end consumers.

We have an immediate opening for a **Vice President of Canadian Operations**. This position works remotely in Canada, and ideally the candidate lives in Alberta. Pure Life Carbon offers an attractive salary and benefits package.

THE POSITION

The VP, Canadian Operations will provide leadership and strategic vision to the Canadian operations of Downstream Pure Life Carbon. This will include Canadian responsibilities over accounting, finance, operations, sales, HR, Safety, Marketing, and R&D, as well as participation in other global activities that directly intersect. Experience must include operational, managerial, and administrative leadership, organizational design, and operational controls to the company. This person will effectively communicate and foster growth among the executive team and all employees. This is a vital leadership role that will drive results, spur growth, and increase the overall effectiveness and efficiency of the corporation.

OBJECTIVES OF THIS ROLE

- Collaborate with the CEO in setting and driving organizational vision, operational strategy, and hiring needs.
- Translate strategy into actionable targets for performance and growth helping to implement organization-wide goal setting, performance management, and annual operations planning.
- Oversee Canadian operations and employee productivity, building a highly inclusive culture ensuring team members thrive and organizational outcomes are met.
- Ensure effective recruiting, onboarding, professional development, performance management, and retention for all employees.
- Adhere to company, local business, provincial and federal governance, and regulatory requirements, enforcing compliance and taking corrective action when necessary
- Maintain and build trusted relationships with key customers, clients, partners, and stakeholders.

RESPONSIBILITIES

- Provide leadership that aligns with the company's culture, business objectives and overall strategic vision.



- Assist executive team members to create, grow and build a world class, industry leading organization.
- Drive company results from both an operational and financial perspective working closely with the CFO, CEO, and other key executive team members.
- Partner with the CFO to achieve favorable financial results with respect to sales, profitability, cash flow, mergers and acquisitions, systems, reporting and controls.
- Set challenging and realistic goals for growth, performance, and profitability.
- Create effective measurement tools to gauge the efficiency and effectiveness of internal and external processes.
- Provide accurate and timely reports outlining the operational condition of the company.
- Spearhead the development, communication and implementation of effective growth strategies and processes.
- Work with other executives on budgeting, forecasting and resource allocation programs.
- Work closely with senior management team to create, implement and roll out plans for operational processes, internal infrastructures, reporting systems and company policies all designed to foster growth, profitably and efficiencies within the company.
- Motivate and encourage employees at all levels as one of the key leaders in the company including but not limited to operational staff, management level employees and executive leadership team members.
- Forge strategic partnerships and relationships with clients, vendors, investors, and all other professional business relationships.
- Work with the CEO and CFO in the capital raise process, participate in the company's road shows. Meet, interact, and present information effectively to potential investors and private equity firms.
- Foster a growth oriented, positive, and encouraging environment while keeping employees and management accountable to company policies, procedures, and guidelines.

REQUIRED EDUCATION, SKILLS, AND EXPERIENCE

- Bachelor's degree in business administration, or related field, or have moved upward through all levels of operations to an executive position.
- At least 10 years in manufacturing or agricultural grow operations with a minimum 5 years experience in executive leadership positions.
- Leadership skills, with steadfast resolve and personal integrity.
- Understanding of advanced business planning and regulatory issues.
- A solid grasp of financial and business data analysis and performance metrics.
- Skilled at anticipating and diagnosing problems quickly and have foresight into implement effective risk mitigation strategies.
- Exceptional executive presence, business acumen, and presentation skills.
- Demonstrated financial and budget management experience.
- Experience working in a start-up organization, successfully managing growth and change.
- International business experience.

Pure Life Carbon is committed to employment equity and encourages applications from all qualified individuals. We appreciate your interest in this opportunity and thank you for responding. Pure Life Carbon will only contact those candidates being considered for an interview. By submitting your resume, you agree to Pure Life Carbon sharing your information with representatives of the organization responsible for the hiring process. Pure Life Carbon will keep your resume on file and protect your personal information in accordance with governing privacy legislation.