



Fraserway RV

General Manager –
Leduc Dealership

This executive search is conducted by Nelson/Kraft & Associates on behalf of Fraserway RV

EXECUTIVE SUMMARY

Fraserway RV is searching for a relational and growth-minded sales leader to join their team as General Manager – Leduc Dealership.

The GM is responsible for ensuring their team is set-up for success to deliver against key dealership performance metrics that are also aligned with the Fraserway RV mission, vision and values. They will work closely with the Vice President of Dealerships & Sales to identify innovative ways to ensure their dealership is poised for scalable and sustainable growth while maintaining Fraserway RV's core values.

The GM will bring vision, inspiration and mentorship to their team, fostering a vibrant, inclusive environment that fuels creativity, stimulates positive morale and sharing of ideas. Through strengthening the team's capabilities, the GM will serve as a proud ambassador for Fraserway RV within the industry and community. With adventure and a love for the outdoors at their core, this leader's passion will ignite a similar spirit throughout the dealership. Success in this role will be defined by the collective achievements and growth of the teams they inspire and lead.

If you are a collaborative and empowering strategic sales leader with a proven track record in growing an organization's market share and profitability, we would love to connect with you.

WHO WE ARE

Built on Trust, Driven by Adventure

Since 1969, Fraserway RV has grown from a family-owned business into Canada's only coast-to-coast RV dealership and the nation's largest rental company. Our founder's motto—"Never satisfied until good is better and better is best!"—still drives us today, fueling our passion for exceptional service and continuous improvement.

With decades of RVing experience, we've explored Canada's beauty, built lasting connections and strengthened our commitment to quality. Our vision is simple: to be Canada's leading RV adventure company, inspiring families and individuals to embrace the RV lifestyle, create unforgettable memories and connect with nature.

At Fraserway RV, we're not just selling RVs—we're RVers ourselves. We turn travel dreams into reality, one incredible adventure at a time.

OUR MISSION

As a team, we do everything possible to ensure our customers' adventure dreams are realized.

OUR VALUES

Our attitude, behaviours and actions are grounded in biblical principles, exemplified by love and care for all, courage and persistence, generosity, excellence and servant leadership with accountability.

- Respect
- Teamwork
- Happy Customers
- Integrity
- Innovation
- Social Action

QUALIFICATIONS

Experience, Skills & Education

- University degree or college diploma.
- Minimum of 3 years of successful related leadership experience at an executive management level within a regional or national customer service driven business.
- Able to see the “big picture” and work with a leadership team in developing strategies and action plans to achieve it.
- Adept at assisting teams to deconstruct complex information, identify critical control points and a clear path forward.
- Proven success in growing an organization's market share and profitability.
- Able to stay abreast of industry and consumer interests, and to anticipate future industry and consumer trends.
- Gifted strategically and adept at assisting teams building out sub-set strategies and go-forward action plans inclusive of key stakeholder involvement, milestones and timelines to achieve end goals.
- Able to envision opportunities across a business and determine short-, medium- and long-term priorities to seize them.
- Broad understanding of sales, marketing, operations, risk management, finance, supply chain and talent management.
- Demonstrated ability to lead an organization that is values-based, embracing innovative ideas and creative approaches.
- Accomplished at identifying and refining business processes, systems and practices that ensure delivery of unparalleled results for the business, employees and customers.
- Excellent organizational, time, priority and project management skills.
- Understands the importance of succession planning and employee development and leads the organization to set-up the appropriate human capital development structure to meet current and future needs.

Management Style

- Values-led decision maker; ensures the company mission, vision and values are at the forefront of everything.
- Collaborative, transparent, honest and approachable leadership style, with an ability to relate to and lead individuals while encouraging the exchange of ideas and information at all levels of an organization.
- Active listener, and able to communicate in a genuine and clear manner.
- Belief that a high-touch experience is paramount to customer satisfaction.
- Consultative leadership and interpersonal style combined with senior management skills developed within a complex consumer B2C sales environment.
- Collaborative and communicative leadership style that ensures team members are engaged and focused on common goals.
- Inspires passion and commitment in achieving business and personal goals and objectives, leading by example to encourage an authentic, innovative approach to achieving personal, professional and corporate goals.
- Proven ability to attract top talent and build cohesive high-performing teams.

KEY LEADERSHIP CHARACTERISTICS

- **Strategic and Results-Oriented Leader:** Sets a clear vision for growth and delivers results through strong execution, accountability and a focus on achieving sales and operational targets.
- **Inspirational People Leader & Coach:** Builds high-performing teams by motivating, developing and mentoring employees while fostering an engaged, inclusive and positive culture.
- **Customer & Business Focused:** Champions an exceptional customer experience and builds strong relationships that drive sales performance, loyalty and long-term business success.
- **Adaptable & Innovative Decision Maker:** Embraces change, leverages data and insights to make sound decisions, and continuously seeks opportunities to improve performance and respond to market conditions.
- **Values-Driven & Community Minded:** Leads with integrity, accountability and authenticity while positively representing the organization within the industry and community.

Location: Leduc, AB

Application Deadline: October 6, 2026

Start Date: TBD

APPLY online at

https://pod5.app.loxo.co/job/NDExMTItTeTR6angwY3AyczB5OW5jcjg==?t=1788901852223&source_type=ccbf

ABOUT US

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