



## **Director of Sales – Rainbow Greenhouses**

*This executive search is conducted by Nelson/Kraft & Associates on behalf of Rainbow Greenhouses*

### **EXECUTIVE SUMMARY**

Rainbow Greenhouses is seeking a relational, strategic, and results-driven sales leader to join our team as Director of Sales.

This pivotal role will drive revenue growth by strengthening existing partnerships, cultivating new business opportunities, and leading a high-performing sales team. As a key member of the Rainbow Management Group, the Director of Sales will collaborate closely with Operations, Horticulture, and Supply Chain teams to ensure alignment between sales forecasts and production capabilities. The successful candidate will embody Rainbow's values, foster long-term client relationships, and bring innovative sales leadership to the forefront of the greenhouse and horticultural industry.

If you are a seasoned sales leader with the ability to drive profitable revenue growth and identify, develop, and realize new business opportunities, we would love to hear from you!

### **WHO WE ARE**

Rainbow partners with national retailers and independent growers to drive business growth through innovative solutions for both indoor and outdoor live goods business throughout Western Canada and the Northwest US. We produce annual flowering plants, indoor foliage, tropical and specialty plants at our extensive growing facilities in British Columbia and Alberta. What began as a 3000 square foot greenhouse operation brokering potted plants and cut flowers to Seattle florists in 1985 has become 5 million square feet of the most technically advanced greenhouse production facilities in Canada.

With an intense focus on execution, Rainbow is grateful to host an extensive foreign worker program and a comprehensive in-store merchandising program. From humble beginnings to today, Stan and Wilma Vander Waal credit the success of their journey to the hundreds of dedicated people who live our values to serve our retail partners. Although it takes advanced systems and structure to run an organization of this size, our commitment to remain a family-run business guided by core values is unwavering.

### **CORE VALUES**

**Demonstrate you have Rainbow G.R.I.T.**

- Go for it: Think like an entrepreneur, take the shot, follow through
- Rise to the challenge: Rethink the approach, figure it out fast, make it stick
- Improve every day: Cultivate a growth mindset, drive better results, aim for lasting success
- Tackle it together: Keep ego in check, find shared solutions, laughter creates energy

## QUALIFICATIONS

- Bachelor's degree in business administration, agriculture, horticulture, or a related field (advanced degree, an asset)
- 8+ years of progressive sales leadership experience, preferably within the greenhouse, agriculture, or horticulture industry
- Proven ability to lead high-performing sales teams, set strategies, and achieve ambitious growth targets
- Strong understanding of cultivation practices, market dynamics, and distribution in controlled environment agriculture
- Excellent communication, negotiation, and interpersonal skills with the ability to build rapport and trust
- Strategic thinker with strong analytical, problem-solving, and data-driven decision-making capabilities
- Proficiency with ERP systems, Excel, sales analytics, and modern sales tools
- Experience collaborating across operations, supply chain, and production functions

**Location:** Chilliwack, BC

**Application Deadline:** December 31, 2025

**Start Date:** January 2026

**Salary Range:** \$150-1200K + bonus, commensurate with experience

**APPLY** online at [nelsonandkraft.com/jobs](https://nelsonandkraft.com/jobs) with your cover letter and resume. You must be eligible to work in Canada.

## ABOUT US

[Nelson/Kraft & Associates Inc.](https://nelsonandkraft.com) is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

*Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position. Nelson/Kraft & Associates Inc. is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.*

*Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.*