



Vice President Operations – Rainbow Greenhouses

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

EXECUTIVE SUMMARY

Rainbow Greenhouses is searching for a relational, forward-thinking and results-oriented operations leader to join our team as Vice President Operations!

Using a people-first approach, the Vice President Operations is responsible for the strategic leadership and operational excellence of production, planning and fulfillment across all facilities (currently four).

This role ensures cross-functional alignment between Operations, Planning, Supply Chain Management, Production and Horticultural capabilities, driving innovation, optimizing efficiency and fostering a culture of continuous improvement.

As a key member of the Rainbow Leadership Team, the Vice President Operations translates strategic insights into business plans that enhance performance, long-term growth and ensure alignment with company objectives.

This role operates in the forefront of Controlled Environment Agriculture innovation by leveraging technology to drive process optimization and data-driven decision-making.

If you are an analytical and seasoned operations executive with a manufacturing background and a people-first management style, we would love to connect with 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.

ABOUT US

- Rainbow was founded as a family company by Stan and Wilma Vander Waal in 1985
- Our administrative headquarters are located in Chilliwack, BC
- We have four greenhouse locations in Chilliwack, British Columbia and Iron Springs, Alberta
- At peak season, Rainbow employs over 1000 employees
- Up to 30% of the workforce are Temporary Foreign Workers; primarily from Mexico, Guatemala and the Philippines, who participate in Rainbow's Guest Worker Program
- Current customers include The Home Depot, Walmart, Costco, Ikea, as well as numerous independent garden centres
- Canadian customers are located in British Columbia, Alberta, Manitoba and Saskatchewan
- American customers are located in Washington, Oregon, Idaho, California, etc.
- Rainbow is vertically integrated from seed-to-sale in several ways:
 - In-house propagation as well as bringing in pre-finished product to meet the needs of our customers
 - Distribution of approximately 50% of product to customers through maintaining our own fleet
 - Providing consumer facing services through merchandising at garden centres in Canada

QUALIFICATIONS

- Bachelor's degree in business, operations management, manufacturing, supply chain or a related field (or equivalent experience)
- 15+ years of leadership experience in operations, production management or a related field
- Proven expertise in production planning, manufacturing operations and supply chain management
- Knowledge of the horticultural industry or perishable goods supply chain, preferred

- Strong analytical, data management, decision-making and problem-solving skills, with a track record of driving operational improvements
- Experience with Lean or similar process improvement methodologies
- Ability to pivot quickly in response to changing conditions and business needs
- Demonstrated ability to lead cross-functional teams, develop talent and drive culture change
- Must be a systems and process oriented leader with patience and flexibility

Location: Chilliwack, BC

Application Deadline: open until a suitable candidate is found

Start Date: TBD

Salary Range: \$150,000 - \$200,000

APPLY online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

ABOUT US

Nelson/Kraft & Associates Inc. 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.