



## **President – Rolltec Shading**

*This executive search is conducted by Nelson/Kraft & Associates on behalf of Rolltec Shading*

### **EXECUTIVE SUMMARY**

Rolltec Shading is seeking a seasoned sales executive with extensive leadership and general management experience to join their team as President.

Rolltec is a Canadian awnings manufacturer and distributor operating under its own brand within the Phantom Screens group. The President will be the senior on-site leader in Concord, ON with full P&L responsibility, accountable for profitable growth, market expansion, operational excellence, and people leadership. The President will work closely with Phantom's senior leadership to execute a three-year growth plan, build out sales channels in Canada and the U.S., formalize core business processes, digitize production workflows, and implement the parent company's ERP while sustaining Rolltec's values-based culture in alignment with Phantom Screens' values.

This is a rare opportunity to lead a respected, values-driven Canadian brand through its next chapter of growth—scaling channels across North America, modernizing operations, and developing a great team—all with the support and resources of a strong parent organization.

If you're a builder who connects everything back to revenue (without the "pushy" sales persona), and who loves coaching teams to win, this is your stage.

### **ROLLTEC & PHANTOM**

Rolltec operates under its own branding post-acquisition by Phantom Screens. Near-term priorities include restructuring leadership and sales, onboarding Phantom's U.S. network to the awnings portfolio, and closing gaps in the Canadian dealer base. Long-term goals target significant sales growth, process formalization, factory-floor digitization, ERP implementation, and optimized synergies with Phantom.

### **VALUES & CULTURE**

**Rolltec's culture is values-based, grounded in:**

- Service Excellence
- Exceptional Quality
- Common-sense Safety

**As a Phantom company, the President models and reinforces corporate values:**

- Speak the Truth
- Pursue Excellence
- Serve Each Other
- Practice Stewardship

## **QUALIFICATIONS**

### **Must-Haves**

- 8+ years leadership in a manufacturing/assembly environment.
- Demonstrated ability to develop and implement a structured sales process (market segmentation/value, pipeline reviews, lead scoring).
- Experience spanning B2B, channel/distributor networks and B2C sales.

### **Preferred**

- Proven P&L ownership and financial acumen in a growth-minded small manufacturing business.
- Change-agent track record; process formalization and continuous improvement leadership.
- ERP implementation and factory-floor digitization exposure.
- Exceptional people leadership—coaching, restructuring, and building cohesive, high-performing teams.
- Alignment with values-based leadership; humble, hungry, smart.

**Location:** Concord, ON

**Application Deadline:** January 31, 2026

**Start Date:** TBD

**Salary Range:** \$200,000 - \$225,000

**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.

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