



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 with your cover letter and resume. You must be eligible to work in Canada.

ABOUT US

[Nelson/Kraft & Associates Inc.](http://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.