



Vice President - Finance – Van Belle Holdings

This executive search is conducted by Nelson/Kraft & Associates on behalf of Van Belle Holdings

EXECUTIVE SUMMARY

Van Belle Holdings (VBH) is seeking a strategic, forward-thinking financial leader to join their team as Vice President - Finance.

This critical leadership role provides broad financial oversight across all business units, ensuring that the Finance Team and systems are aligned to support Van Belle's strategic objectives. The Vice President - Finance partners closely with the President and Senior Leadership Team to guide the organization toward sustainable growth and profitability. With a strong emphasis on future planning, this role dedicates much of its focus to identifying opportunities, setting financial direction, and driving performance across the Van Belle Group.

The successful candidate will help establish, monitor, and report on the key drivers of business profitability, while fostering a culture of financial excellence and accountability. This role is ideal for a seasoned finance executive who thrives in a collaborative environment and is passionate about shaping the future of a dynamic, multi-unit organization.

If you are a visionary financial leader with the ability to drive strategic growth and improve performance across diverse business units, we would love to connect with you.

WHO YOU ARE

This is a rare opportunity to lead the financial future of a thriving, values-driven company with a bold vision for growth. As Vice President - Finance at Van Belle Holdings, you'll be more than a steward of the numbers—you'll be a strategic partner, a culture builder, and a catalyst for innovation. You love a challenge, you like to build, and you thrive on providing meaningful value in your place of employment. With a seat at the leadership table, you'll shape financial strategy, drive performance across diverse business units, and empower a talented team to deliver results. If you're energized by scaling systems, unlocking profitability, and building a legacy of excellence, this is your moment to lead with purpose and help write the next chapter of Van Belle's story.

WHO WE ARE

Our Legacy

Since 1973, Van Belle Nursery has been a trusted provider of wholesale plant products to growers and retailers across North America.

Young Plants Division

We partner with nurseries across the continent to deliver high-quality ornamental plants. Our Young Plants Division helps growers succeed through industry-leading propagation techniques and innovative shipping solutions.

Finished Plants Division

Our Finished Plants Division supplies big box retailers throughout Western Canada and is actively expanding. With a focus on quality, consistency, and service, we help our partners meet growing consumer demand.

Retail Solutions

We are responsible for end to end garden center business performance at a leading mass merchant in Western Canada. Well managed staffing, logistics, and programs to meet targets over an intense 10 week period are contributing to our growth.

What Sets Us Apart

From trendsetting plant programs and creative retail marketing support to a strong culture grounded in core values, Van Belle stands out through innovation, integrity, and a deep commitment to helping our partners grow.

QUALIFICATIONS

- 10+ years of experience leading effective teams.
- A CPA designation or equivalent.
- A Bachelor's degree in accounting, finance, or business administration.
- A Master's degree (MBA or equivalent), a strong asset.
- Proven experience building and leading a successful finance team.
- Proven experience managing finances of a multi-business organization.
- Strong business acumen and analytical skills.

Location: Abbotsford, BC

Application Deadline: November 30, 2025

Start Date: TBD

Salary Range: \$175,000 - \$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.

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