

# Sales Manager - Pedigreed Seed Business Unit

## The Position:

[Summit Search Group](#) is proud to partner with [CANTERRA SEEDS](#) in the recruitment of a Sales Manager – Pedigreed Seed Business Unit. This is an exciting opportunity to play a leadership role with a company deeply rooted in Western Canadian agriculture and poised for its next chapter of growth. CANTERRA SEEDS is a leader in the Canadian seed industry, offering one of the broadest field seed portfolios and working hand-in-hand with growers across Western Canada. Founded nearly 30 years ago by nine visionary seed growers, we've stayed true to our roots—collaborating with top plant breeders, researchers, and industry partners to bring the best genetics in canola, cereals, pulses, and specialty crops to market. Our grower-focused shareholder model ensures that everything we do starts with the farm in mind and ends with real value in the field.

With the recent acquisition of Alliance Seed, CANTERRA SEEDS is poised for its next chapter — and we're looking for a passionate sales leader to help us write it. If you believe that business is about people, that great service starts with genuine care, and that your success should be measured by the trust of your customers, this could be the role that lets you bring all of that, and more, to life. At CANTERRA SEEDS, we don't just believe in what we do — we believe in why we do it: Our Why statement is "To Grow Connection One Field At A Time".

As Sales Manager - Pedigreed Seed Business Unit, you will lead the strategy, structure, and sales process for CANTERRA SEEDS and Alliance Seed's cereals, pulses, and special crops portfolio. This is a high-impact leadership role focused on integration, innovation, and growth across Western Canada. You'll bring clarity and cohesion to a growing team and product line, while continuing to nurture the trusted relationships that are at the heart of our success.

## Responsibilities:

- Lead business planning and go-to-market strategies across pedigreed cereals, pulses, and special crops
- Manage sales structure, territory planning, and team coaching for both the CANTERRA SEEDS and Alliance Seed portfolios
- Build and maintain relationships with seed growers, wholesale customers, and retail partners
- Guide and support a team of Territory Managers across multiple provinces
- Work instep with our Product Managers to execute product strategy to sales
- Collaborate cross-functionally with Marketing, Operations, and IT teams to elevate sales enablement tools and processes
- Act as a connector between breeding partners (such as Limagrain Cereals Research Canada), product development, and customer-facing teams
- Support digital transformation through adoption and evolution of The Hub (our CRM and digital platform)
- Ensure alignment between brands and teams' post-acquisition — bringing consistency, clarity, and shared vision

## Qualifications:

- At least 8 years of progressive experience in agriculture, ideally in seed, crop protection, or crop inputs
- Demonstrated success in leading sales teams, developing go-to-market strategies, and driving business development
- A passion for agriculture and a genuine desire to assist our seed growers and customers — not just sell to them
- High emotional intelligence and comfort with complexity, ambiguity, and change

- Ability to coach, mentor, and inspire a geographically distributed team
- Confidence navigating CRM systems, data-informed sales, and emerging agtech tools
- A growth mindset and an entrepreneurial spirit — someone who thrives in a dynamic environment
- A CCA or P.Ag designation would be an asset.

For more information, or to submit your resume, please reach out to [Gail Eckert](mailto:gail.eckert@summitsearchgroup.com) at Summit Search Group, [gail.eckert@summitsearchgroup.com](mailto:gail.eckert@summitsearchgroup.com)

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