



Chief Executive Officer

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Headquartered in Winnipeg, Manitoba, Canterra Seeds is a leading Canadian seed company that specializes in developing, distributing and marketing high-quality seeds for a variety of crops. With over 25 years of experience in the industry, Canterra Seeds has built a strong reputation for innovation, quality, and customer service. The company has a diverse portfolio of seed products, cultivated with local investments in plant breeding and strategic global partnerships.

Owing to a retirement, **Canterra is now seeking their next Chief Executive Officer (CEO).**

As the CEO, you will be joining an organization that has a strong service and partnership focused culture. With thirty-five employees, Canterra is an organization that has established its leadership in the seed industry through their commitment, knowledge and passion. Along with the team, you will continue to **develop and execute on strategic plans to drive steady growth and maintain the company's reputation as a leader in the industry.** You will lead a team of high performing professionals in a highly collaborative environment, continuing to build relationships with a wide variety of partners and stakeholders.

Governed by and reporting to a Board of Directors, Canterra Seeds is a company with prairie roots, founded and owned by farmers, grown from hard work and investment in relationships. As the next CEO, **you will be a values and people focused leader, who has an intrinsic belief in relationship building.** You will be an experienced agricultural leader with knowledge in the seed industry, leading and scaling businesses and identifying opportunities for expansion. **With an entrepreneurial spirit, you will be a hands-on leader with a growth mindset who understands the importance of working shoulder to shoulder with others and empowering a team.**

This is an excellent opportunity to have the chance to continue to expand and grow a dynamic company that makes a positive impact on the industry, on Canadian farmers and our important agricultural industry.

Responsibilities:

- Manage and operationalize the strategic plan to drive growth and profitability of the company.
- Represent Canterra and their shareholders in the seed industry, being a voice around policy development, sector growth and advocacy.
- Build and maintain strong partnerships with key stakeholders and shareholders, including seed growers, suppliers, distributors, and customers.
- Collaborate with internal teams and external partners to identify opportunities for innovation and improvement.
- Lead the company's culture and values, creating an entrepreneurial environment that fosters innovation and creativity.
- Maintain a deep understanding of the seed distribution industry, including market trends, regulatory requirements, and competitive landscape.
- Manage the company's financial performance, including budgeting, forecasting, and reporting.
- Foster a culture of excellence, accountability, and continuous improvement.
- Represent the company in the public sphere, including industry events, industry boards and committees.



Requirements:

- Bachelor's degree in business administration, agriculture, or related field.
- Proven experience as an executive with a background in the seed industry – specifically around canola, cereals, pulse and/or soy.
- Strong entrepreneurial mindset, with a track record of success in building partnerships and driving growth.
- Extensive knowledge of the seed distribution industry and agricultural practices.
- Exceptional strategic thinking, problem-solving, and decision-making skills.
- Excellent communication, interpersonal, and leadership skills.
- Ability to motivate and inspire a team and build strong relationships with partners and stakeholders.
- Experience in managing financial performance, including budgeting, forecasting, and reporting.
- Ability to think creatively and innovatively to identify new opportunities and areas for growth.

About Canterra Seeds

[Canterra Seeds](#) is a farmer owned Canadian seed company that has been operating for over 25 years. With thirty-five employees, the organization was founded in 1997 in Winnipeg, Manitoba, with the aim of providing farmers with high-quality seed products that are optimized for local growing conditions. Today Canterra has grown to over 150 seed grower shareholders with national and international strategic shareholders as additional partnerships. Over the years, the company has grown to become one of the leading seed companies in Canada, with a reputation for innovation, quality, and customer service.

Canterra's ability to serve farmers of western Canada for as long as they have is in large part due to their partnerships with numerous public and private seed developers from across Canada and around the world. One such important strategic partnership has resulted in [Limagrain Cereals Research Canada \(LCRC\)](#). Established in 2015, LCRC is a growing Canadian company, passionate about using its plant breeding expertise to support the Canadian grains industry. LCRC is a partnership between [LIMAGRAIN](#) and CANTERRA SEEDS, bringing together technology and plant breeding knowledge, with deep market awareness and access, to deliver value to Western Canadian growers and their customers.

One of Canterra's strongest assets are their people. Rooted in the prairies, Canterra is a caring, creative and collaborative organization who focuses on team building, communications and empowerment. Canterra invests in their people, providing team members opportunities for training and development.

Giving back is also important to Canterra. Rooted in the Prairies is Canterra's way of investing back into local communities where their customers and partners live - supporting rural charities and non-profits in the Canadian Prairies.

How to apply:

To submit your candidacy for this wonderful opportunity, please apply with your cover letter and resume to Annette Kohut, Senior Executive Search at akohut@peoplefirsthr.com or to Karin Pooley, Vice-President, Executive Search at kpooley@peoplefirsthr.com.