
Pedigreed Territory Manager – Northern Saskatchewan

Summit Search Group is proud to partner with CANTERRA SEEDS, building on the recent acquisition of Alliance Seed, in the recruitment of a Pedigreed Territory Manager – Northern Saskatchewan. This role supports the continued growth and expansion of two of Western Canada’s most trusted and collaborative agricultural brands.

At CANTERRA SEEDS, we believe in growing connection — one field at a time. For nearly 30 years, we have partnered with plant breeders, seed growers, and farmers to deliver high-performing seed solutions backed by strong relationships and agronomic expertise. With a versatile portfolio of cereals, pulses, special crops, and canola, CANTERRA SEEDS is committed to creating mutual success across the Western Canadian agriculture industry.

This is an exciting opportunity for a relationship-driven sales professional who enjoys working in the field, building trusted partnerships, and contributing to profitable growth within the pedigreed seed business.

The Role:

As Pedigreed Territory Manager – Northern Saskatchewan, you will be responsible for developing and executing territory plans that drive sales and profitability across CANTERRA SEEDS’ cereals, pulses, and specialty crop seed portfolio.

Reporting to the Pedigreed Seed Business Manager, this role works closely with seed grower shareholders, retail partners, and wholesale seed customers to support pedigreed seed production, product knowledge transfer, and overall market development.

This is a high-impact field-based position suited for a self-motivated professional who thrives in a home-office environment and enjoys frequent travel throughout Northern Saskatchewan.

Responsibilities:**Territory Planning & Sales Growth**

- Develop and execute strategic territory plans aligned with business objectives
- Drive sales performance and support profitability across the pedigreed seed portfolio
- Monitor forecasts, budgets, and expense controls within the territory

Customer & Partner Relationships

- Build strong relationships with seed grower shareholders, retail partners, and wholesale customers
- Deliver exceptional customer service and ongoing support to growers and stakeholders
- Identify opportunities to expand market presence and strengthen customer engagement

Product Knowledge & Market Development

- Support pedigreed seed production initiatives within the territory
- Provide product training and knowledge transfer to seed growers, retailers, and farmers
- Analyze market trends and competitive activity to support growth strategies

Qualifications:

- Bachelor's degree or diploma in Agriculture, Business, Sales & Marketing, or equivalent experience
- 3–5 years of sales and territory management experience
- Strong agronomic knowledge across multiple crop types
- Understanding of the Western Canadian agriculture and seed industry
- Experience within the pedigreed seed sector considered an asset
- Demonstrated ability to develop sales strategies and build long-term customer relationships
- Strong communication, interpersonal, and analytical skills
- Entrepreneurial mindset with a focus on achieving profitable results

If you are a motivated agricultural sales professional who enjoys building relationships, supporting growers, and driving territory performance, we encourage you to apply.

For more information, or to submit your resume, please contact Gail Eckert at Summit Search Group: gail.eckert@summitsearchgroup.com

Summit Search Group is committed to Diversity, Equality, and Inclusion. We strive for continuous development, modeling inclusive behaviors, and proactively managing bias throughout our process.