

We are looking for a **Key Account Manager** to join the Canadian Commercial Team! Reporting to the **National Sales Director**, and based out of Ontario, the Key Account Manager (KAM) will own key customer relationships with Provincial Boards, our Sales Agent, Regional and National accounts. The role works closely with the members of the Commercial team, leadership teams and has cross-functional touchpoints in many parts of the business.

Success will be based on your ability to understand the critical customer needs, ability to develop and deploy creative selling solutions to drive volume and profitability, analyze customer and consumer trends, and guide overall strategic direction with customers. The KAM will be a strong influencer both internally and externally with the ability to communicate clearly and possess a customer first mindset with a drive to win and a sense of urgency to compete in the fast-moving Cannabis market.

Responsibilities Include:

- Manage all Key Accounts as assigned. Establish TerrAscend as a first-choice partner with all Key Accounts.
- Customer base includes a mix of Multi-Store Private Retailers, Provincial and National Chains as well as Provincial Cannabis Boards.
- In conjunction with the Director of Sales, you will develop strategic and tactical customer plans for all assigned Key Accounts.
- Identify new distribution opportunities and build productive Partnerships that maximize profitable share and volume through distribution, visibility, and service.
- Present and secure new listings with the Provincial Cannabis Board Product and Category Managers.
- Monitor and evaluate effectiveness of Customer action plans and take corrective action as needed.
- Partner with internal stakeholders for post-evaluation of executed plans and strategies.
- Partner with Trade Marketing to synergize National programs with all assigned Key Accounts.
- Execute Marketing Initiatives and leverage them to drive consumer loyalty and sales.
- Actively manage Pricing consistency across Key Accounts to ensure that our brands have similar Pricing dynamics nationally.
- Develop and maintain strong working relationships with Key Account cross-functional stakeholders – Retail Operations, Marketing, Buying, and Accounting.
- Work collaboratively with Agent Sales Teams to effectively lead Industry and Brand education sessions with key customers.
- Gather and communicate market intelligence to customer and TerrAscend.
- Leverage consumer and customer insights to develop competitive advantage with customers.
- Collaborate and Assist Supply Chain teams with forecasting of regular and new listings.
- Other duties as required.

Required Experience, Skills and Abilities:

- University Degree or equivalent work experience.
- Minimum of 5 years' experience in a Key Account Role within the CPG industry with a proven track record in delivering growth objectives, infield sales agent management, and critical KPIs.
- You love a challenge.
- You complete complex projects quickly and adeptly with your understanding of the business priorities.
- You act with appropriate urgency to various market events and trends that require a quick turnaround in plans and strategy
- You are confident and competent.
- You are diplomatic, professional and exercise great judgment in developing and maintaining excellent business relationships within the business.
- Strong time management and organization skills with attention to detail and accuracy.
- Previous success in building and maintaining strong customer relationships.
- Ability to work independently with little supervision - Self-Motivated with a Drive for Results.
- Strong analytical skills, with a passion to sort through complex data to find creative business solutions.
- Technologically savvy with the latest computer and data tools, who is comfortable working in a data driven environment.
- Travel required - Must have a valid driver's license, and clean drivers abstract.

Key Competencies Required:

- Relationship Management: Build and maintain meaningful and valuable relationships that are favorable in driving the annual operating plan. Establish relationships at all levels of the Customer.
- Influencing & Networking: Ability to establish and develop mutually beneficial and trusting business relationships with both Customer and Internal cross-functional resources, through cooperation, integrity and with strong communication & presentation skills.

Key Account Manager – Eastern Canada

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- **Planning and Execution:** Create valued business partnerships with Customers; proactively identify business opportunities for the customer; build and execute critical business plans and solutions to drive critical sales fundamentals, including distribution, shelving/planograms, display, pricing initiatives and promotion.
- **Analytical Thinking:** Ability to gather and consider all relevant information, sort through critical data, make assumptions supported by the data, and present & execute recommended operational action plans.
- **Time Management:** Efficiently and effectively manage all time requirements of the role, including individual planning time, customer meetings, in-market retail training days with Agent Sales Representatives and Brand Ambassadors, and establishing new relationships with developing customers.
- **Budget Management:** Proactively develop and manage a budget to drive forecasted volume and share growth within accepted Trade practices, according to Brand strategy. Manage all sales expenses within established budgets.

Note: The chosen applicant will be required to successfully complete criminal and reference check.

TerrAscend thanks all candidates for their interest; however, only those selected to continue in the process will be contacted.

TerrAscend is a supporter of AODA (Accessibility for Ontarians with Disabilities Act). Accommodation will be provided to all applicants with disabilities during the recruitment process.

TerrAscend is committed to creating a diverse environment and is proud to be an equal opportunity employer.

Please submit your application to recruitment@terrascend.com. Indicate your desired job position in the subject line.