

# General Manager, BC Region

Job Code: GENMGR



## Job Details

**Location:** British Columbia

**Job Type:** Full Time

## Position Summary

As the General Manager of BC & Yukon Region - HVAC Product Sales, you are a senior manager with extensive sales & marketing experience in the HVAC industry and responsible for the overall described territory performance with shared P&L responsibility including supporting the functions of sales, marketing, engineering, operations, technical service & support and warehousing. As the local leader of the business unit, you will require strong leadership skills with proven experience in managing, developing and coaching a team of indirectly reporting staff. The position reports to the Vice President of Sales and Marketing - HVAC Products Sales Division.

## Key Responsibilities

- As General Manager of the BC & Yukon you will be responsible for management of overall Sales and Operations for the region. Direct reports include the Sales, Operations and Technical Service managers within the region.
- Co-Develop and support the management of the territories business plans, product forecasts and annual sales budgets working in collaboration with the Sales and Operations managers
- Support the implementation of sales & marketing strategies to meet the region's sales, expense, profit targets and P&L metrics.
- Monitor operational objectives, budget, sales targets and regional goals routinely communicate to the Sales and Operations Manager
- Coach a growing team of employees located in our Burnaby, British Columbia Territory office and our appointed sales agents in Whitehorse, Yukon Territory.
- Manage the day-to-day administrative operations including meeting regularly with employees and agents to motivate, mentor and provide direction when required.
- Co-formulate sales & marketing policies, practices and procedures in consultation with through the Sales Manager and BC Commercial and Residential Business Managers.
- Maintain good working relationships and provide support services as required to our regional distributors.
- Lead the National Account and Key Account opportunities for commercial & residential products required.
- Lead BC & Yukon Market Specific Product Programs such as design build or other contractor focused initiatives
- Provide feedback on British Columbia and Yukon Territory market trends, project pricing and contribute to BC Commercial & Residential Business Managers based on future market trends.

- Support the BC Sales Manager in managing sales volume, product mix, and selling prices with the HVAC sales staff and our Yukon Territory Agency channel consisting of mechanical and refrigeration contractors and bid spec opportunities in collaboration with architects, building owners, developers and the consulting engineering community.
- Distribute monthly reports to the HVAC Business management team (Vice President of Sales and Marketing, Sales, Commercial and Residential Business Managers) with updates regarding regional total HVAC Sales volumes, profitability, special programs and other relevant business or market related information.
- Manage and support the interface between MESCA and MEUS in relation to cross territory accounts or projects.

## Qualifications

### Qualifications

- Bachelor's Degree in Business Administration or Engineering.
- Minimum 10 years of experience in sales and marketing at the manufacturer level within the HVAC industry.
- Minimum 5 years of experience in a branch or regional management role with P&L responsibility.
- Advanced interpersonal, sales, communication, managerial and people management skills
- A strong technical knowledge of air conditioning and cooling systems. Experience with commercial systems and VRF technology is a definite asset.
- Demonstrated ability and experience to effectively execute the key responsibilities of the position.

### Education Requirements

Min/Preferred	Education Level	Description
Preferred	4 Year / Bachelors Degree	Bachelor's Degree in Business Administration or Engineering.

### Years Of Experience

Minimum Years of Experience	Maximum Years of Experience	Comments
5	10	Minimum 10 years of experience in sales and marketing at the manufacturer level within the HVAC industry. Minimum 5 years of experience in a branch or regional management role with P&L responsibility.

Accommodations will be available upon request for persons with disabilities.