



*Forestry Innovation Investment Ltd. (FII) is a B.C. Crown agency with a mandate to develop and diversify markets for B.C. forest products around the world as well as promote provincial forest practices and the environmental merits of wood products.*

## **Vice President, International Marketing**

FII is pleased to offer an exciting career opportunity for an innovative and dynamic marketing professional to join FII's executive team. The VP, International Marketing leads FII programs to develop and diversify international markets for BC forest products. As a leader in market and business development, the VP helps position the BC forest sector in the global marketplace. Assessing risks and potential business opportunities, he or she influences decisions and provides effective counsel in forest sector marketplace activities.

We are looking for someone with strong strategic planning and management experience with a broad knowledge of export markets for forest products and an understanding of competitive supply regions, preferably in Asian markets. The successful candidate will have excellent interpersonal communication skills and a successful track record of working with varied stakeholder groups, developing consensus and effective working relationships that have led to demonstrated achievements.

The ideal candidate will have a master's degree in business administration, international business, marketing, or forestry or an undergraduate degree with equivalent experience. We are looking for significant strategic, leadership and financial accountabilities in the areas of:

- market and business development
- international trade and/or international program management

Along with experience in the formulation and development of:

- market and sector specific strategies
- market research; and
- program implementation

Extensive travel within Canada and internationally is required.

Interested candidates are asked to view the detailed job description and qualifications at [www.bcfii.ca](http://www.bcfii.ca). Please submit your resume and cover letter electronically along with salary expectations to [HR@bcfii.ca](mailto:HR@bcfii.ca).