



Vice-President International Marketing

On behalf of the Province of BC, Forestry Innovation Investment (FII) is charged with maintaining, creating and diversifying markets for B.C. forest products. FII works with and supports the forest sector to bring advanced wood products and technologies to market; promotes BC products and forest management practices to the global marketplace; and leverages BC resources to ensure the forest sector continues to be a key contributor to the BC economy.

Reporting to the CEO, the Vice President, International Marketing (VP) will be developing and leading FII's programs for BC forest products into international markets. The VP assesses risk and potential business opportunities, influences decisions and provides effective counsel in international markets. The VP will also be responsible for providing FII funding to trade associations, research institutes and other organizations, facilitating and promoting cooperative marketing initiatives. The VP will demonstrate a strong ability to maintain and facilitate consultation with a diverse array of stakeholders including: Forest-sector firms, government agencies, trade associations, research institutes, academia and elected officials.

As an integral member of the Executive team, the VP informs the strategy to position the BC forest sector in the global marketplace; ensures all FII operations are in alignment with the company strategic vision, values and mission; supports the critical business functions of the company and the forest sector of BC; provides strong effective and highly visible leadership, enabling FII employees to capitalize on their full potential; and supports the critical business functions of the company and the forest sector of BC. The VP also provides operational support and guidance to FII's subsidiary operations in India and China.

10 plus years of experience in forestry related senior positions leading departments with significant leadership and financial accountability in the areas of marketing, business development, and international trade will ensure your success in this position. A Master's Degree in Business Administration or equivalent degree or experience with a forestry and international business development focus, will be our first priority. You will combine your collaborative, interpersonal, listening and communication skills to work strategically with all stakeholders.

If this matches your background, please submit your resume and cover letter in confidence at careers.wmc.ca or, for more information please contact Lynn Armstrong at WMC at (604) 443-3739.



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