



Forestry Innovation Investment

Vice-President International Marketing

Position Profile

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Vice-President International Marketing

WE ARE...

Forestry Innovation Investment (FII) was incorporated in 2003 under the Business Corporations Act as the Government of British Columbia's market development agency for forest products. (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; promote BC's products and forest management practices to the global marketplace; and leverages BC's resources to ensure the forest sector continues to be a key contributor to the B.C. economy



FII's mandate, as specified in its government's letter of expectations, is to:

- position B.C. as a global supplier of world-class environmentally friendly forest products
- actively maintain, create and diversify demand for B.C. forest products in Canada and in key world markets
- help break down non-tariff trade and market barriers to ensure opportunities for B.C. forest products
- work with the forest industry to promote B.C.'s forest products and forest management to the global marketplace
- work collaboratively with industry trade associations, other levels of government including the Government of Canada and other provinces, and with research institutions to enhance the value of BC's forest resources and strengthen employment throughout the province.
- help ensure that the forest sector, through product development and strong international sales, continues to be a leading contributor to the B.C. economy.

FII is governed by a Board of Directors and is accountable to the B.C. Ministry of Jobs, Trade and Technology. FII has offices in Vancouver, Shanghai, and Mumbai with additional representatives operating out of Beijing, New Delhi and Bangalore.

Industry provides FII and the Board with strategic input via three advisory bodies:

- Market Priorities Committee
- Market Acceptance Advisory Committee
- Wood First Advisory Committee

FII also maintains, creates and diversifies markets for B.C. forest products by managing three separate but complimentary programs:

MARKET OUTREACH | MARKETING B.C. FOREST PRODUCTS

The goal of the Market Outreach program is to position wood as an environmentally friendly, preferred building material, and B.C. as a reliable supplier of quality products from sustainably managed forests.

MARKET INITIATIVES | GROWING MARKETS IN ASIA AND NORTH AMERICA

The goal of the Market Initiatives program is to ensure returns from B.C.'s conventional and emerging forest products are optimized in markets offering high potential.

WOOD FIRST | ADVANCING WOOD USE AND CAPACITY IN B.C.

The goal of the Wood First program is to ensure B.C. is a leader in using innovative forest products and building systems.

For more information on FII please go to their website: <https://www.bcfii.ca>

WE NEED...

SCOPE:

Reporting to the CEO, the Vice President, International Marketing develops and leads Forestry Innovation Investment (FII) programs to develop and diversify international markets for BC forest products. Key to the incumbent's and ultimately the company's success, the Vice President will have broad knowledge of key export markets and competitive supply regions. The incumbent demonstrates the ability to maintain a delicate balance of support within a diverse array of stakeholders, including forest-sector firms, trade associations, research institutes, government agencies, academia and elected officials.

The position requires a high level of awareness and sensitivity in leading the BC forest sector through a complex and changing social, political and competitive environment. The incumbent requires skill in the formulation and development of market and sector specific

strategies, market research and program implementation. The incumbent provides a strong background in program metrics, evaluation, and setting and evaluating targets and results.

As a leader in market and business development, the VP, International Marketing helps position the B.C. forest sector in the global marketplace. The VP assesses risks and potential business opportunities, influences decisions and provides effective counsel in global marketplace activities. The position interacts with senior-level provincial, federal and international government representatives and key forest industry stakeholders to achieve corporate and sector objectives. When in international markets, the incumbent represents the company and the Province of British Columbia as it relates to FII programming and forest sector activities.

The VP, International Marketing is responsible for providing FII funding to trade associations, research institutes and other organizations, facilitating and promoting cooperative marketing initiatives. The incumbent works to make the use of FII funding as efficient and effective as possible, leveraging funding from other sources whenever possible. The VP facilitates consultation with forest-sector companies, associations, industry representatives as well as government officials and others to identify key issues and priorities, develop or provide advice on program strategies, funding criteria, cost-sharing and other policies.

While direct responsibility for FII's two foreign subsidiary companies falls with FII's CEO, the VP, International Marketing plays an important role in supporting the operational and information needs of the subsidiary companies, helping them advance strategies, and facilitating communication and liaison with forest industry stakeholders and other funders.

Working closely with the Executive team, the VP, International Marketing ensures all FII operations are in alignment with the company strategies, values and mission. The position requires a high level of strategic thinking, market and business development expertise and experience in operational management. Experience working in a complex social and political environment, maintaining and developing stakeholder relationships and leading collaborative market initiatives is a key success factor for this position.



The UBC Brock Commons Tallwood House at UBC is an example of how British Columbia is expanding the use of wood in taller and more complex structures. The VP International Marketing will leverage this experience to identify and pursue opportunities in key export markets to expand the use of wood, and wood products from British Columbia.

POSITION PURPOSE:

The VP, International Marketing oversees FII's market development and market diversification programs and activities, while informing and developing the strategy to position the BC forest sector in the global marketplace, identifying and mitigating risks, assessing supply and demand, competitive supply regions, business development opportunities and the potential to expand export markets for BC forest products and building solutions. Acting as the Executive lead at FII, and a key resource for sector strategies, market research, stakeholder relations and market development, the incumbent oversees program funding and delivery, leading staff and program initiatives.

KEY RESPONSIBILITIES:

EXECUTIVE MANAGEMENT TEAM:

- As an integral member of the senior management team, contributes to the collective decision making on corporate priorities and strategies, objectives, plans and reports, and fiscal and human resource management;
- Supports the critical business functions of the company and the forest sector of BC;
- Identifies and mitigates corporate risk within areas of responsibility;
- Participates in internationally focused functions, events, and activities on behalf of the company.

STRATEGIC PROGRAM PLANNING AND DELIVERY:

- Responsible for informing the development and implementation of a strategy and supporting programming to proactively position B.C.'s forest products and building solutions in the global marketplace;
- Responsible for the development and delivery of market initiatives and funding programs, technical and market research and strategic initiatives;
- Identifies market opportunities and potential new applications for existing forest products;
- Ensures programs encourage innovative approaches, technologies and skills to enhance a globally competitive forest industry;
- Ensures FII policies regarding market initiatives are harmonized with those of federal funding agencies;
- Creates opportunities for the diversification of forest products and markets;
- Oversees research of product/market development opportunities & competitive issues and threats;
- Identifies and mitigates risks to FII's success;
- Intervenes to prevent unfair constraints to trade in BC forest products.

PERFORMANCE MANAGEMENT:

- Establishes evaluation criteria for FII market diversification programs and investments, including those delivered by funded organizations;
- Monitors trends and progress towards established goals and objectives ensuring that all staff are accountable for performance management within their job responsibilities;
- Ensures systems are in place to provide appropriate information for statistical analysis, planning and implementation as it relates to FII's mandate and the overall performance of the B.C. forest industry.

STAKEHOLDER RELATIONS:

- Establishes partnerships and improves the coordination with key forest-sector stakeholders in the private and public sectors;
- Ensures that FII services, functions and funding can be efficiently delivered to address priority issues and needs of the forest sector;
- Balances the short-term needs and objectives of stakeholders against the best long-term interests of the province, coordinating priorities and messaging activities;
- Exercises influence and persuasion in a climate of divergent stakeholder expectations and objectives in order to meet the various objectives of industry and government;
- Prepares presentations of complex information to staff, senior management, government representatives, the Board of Directors, elected officials, and external stakeholders;
- Works directly with foreign government officials and business interests to introduce BC products and technology;
- Ensures effective communication networks and working relationships within and external to the organization to ensure a seamless interface of systems and customers;
- Develops good working relationships and regular communications with all internal and external stakeholders.

HUMAN RESOURCES & LEADERSHIP:

- Provides strong, effective and highly visible leadership, enabling FII employees to capitalize on their full potential;
- Determines departmental staffing needs; manages staff to ensure rapid, efficient and productive implementation of programs; manages outside agencies and consultants as required;
- Ensures that all employees are motivated and guided to contribute fully to the realization of FII's mission, values, objectives and strategic plan; empowers employees to identify innovative approaches to enhance organizational performance;
- Acts as a champion of change management within the company related to human resources, systems and operational revisions, shifting business goals and behaviors to enhance program administration and production efficiencies;
- Fosters the development of management practices that focus on clear accountabilities and continuous organizational development.

FINANCE & ADMINISTRATION:

- Responsible for administration of program staff and procedures, budgeting and contract administration, ensuring accountability for establishing structures, processes, setting performance-based standards and measures and implementing compliance monitoring, auditing and reporting.

YOU HAVE...

EDUCATION AND EXPERIENCE:

- ❖ A Master's Degree in Business Administration, International Business, Marketing, Communications or Forestry, or an undergraduate degree and equivalent experience;
- ❖ A minimum of 10 years related experience in a senior position leading a department with significant strategic, leadership and financial accountability in the areas of Market and Business Development, International Trade, Marketing, and/or International Program Management;
- ❖ Considerable experience with forest products and their marketing/sales, and/or another product line, with experience in Asian markets;
- ❖ Experience in the formulation and development of market and sector specific strategies, market research and program implementation;
- ❖ Experience aligning company operations with organization strategies, values and mission.



REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Excellent interpersonal, listening and communication skill; ability to work collaboratively and strategically with a diverse group of stakeholders often within a climate of competing interests;
- Strong strategic planning and management skills including handling of budgets and human resources;
- Excellent writing, analytic and presentation skills with superior attention to detail;
- Broad knowledge of export markets for forest products and competitive supply regions;
- Understanding of forest management, environmental or product issues and opportunities associated with key markets;
- Understanding of market access issues related to forest products, forest management and third-party forest certification;
- Demonstrated background in program metrics, evaluation, and setting and evaluating targets and results;
- Leadership abilities within a team environment, establishing collaborative working relationships while maintaining a high level of independent action;
- Demonstrated ability to set priorities in advancing strategy, counsel and effectively influence stakeholders; initiative, conflict resolution and negotiation skills;
- Ability to manage multiple high-visibility projects and work teams simultaneously in a fast-paced environment;
- Ability to plan, organize and effectively present ideas and concepts to groups, along with the ability to assimilate information from a variety of sources, analyze information and make recommendations for appropriate actions as necessary;

- Ability to understand and communicate complex issues clearly and accurately;
- Good command of computer skills and relevant software applications;
- Familiarity with forest management practices, building/or manufacturing with wood an asset;
- Ability to travel extensively within Canada and internationally as required.

COMPETENCIES:

BUSINESS ACUMEN

The ability to understand the business implications of decisions and the ability to strive to improve organizational performance. It requires an awareness of business issues, processes and outcomes as they impact the customer's and the organization's business needs.

DECISIVE INSIGHT

The ability to make decisions based on analysis of the information presented in the face of ambiguous or conflicting situations, or when there is an associated risk.

ENGAGING EXTERNAL PARTNERS

Identifies and involves external stakeholders in order to foster long-term partnerships.

HOLDING PEOPLE ACCOUNTABLE

Involves setting high standards of performance and holding team members, other government jurisdictions, outside contractors, industry agencies, etc., accountable for results and actions.

IMPACT / INFLUENCE

Ability to influence, persuade or convince others to adopt a specific course of action. It involves the use of persuasive techniques, presentations or negotiation skills to achieve desired results.

INNOVATION

Striving to improve performance through new or creative solutions.

LEADERSHIP

The ability to provide the vision, direction, inspiration and motivation in a way that generates excitement, enthusiasm and commitment necessary to ensure the organization's success.

MANAGING ORGANIZATIONAL RESOURCES

The ability to understand and effectively manage organizational resources (e.g., people, materials, assets, budgets). This is demonstrated through measurement, planning and control of resources to maximize results. It requires an evaluation of qualitative (e.g., client satisfaction) and quantitative (e.g., service costs) needs.

RELATIONSHIP BUILDING

Develops quality relationships with stakeholders, the province, and other organizations, which are direct, candid and open in all contexts. Demonstrates an ability to deal with sensitive issues in a transparent and assertive manner.

RESULTS ORIENTATION

The concern for surpassing an established standard of excellence.

STRATEGIC ORIENTATION

The ability to link long term vision and concepts to daily work and awareness of impacts on strategies or other business choices.

CONTACT US...

Please submit your resume, in confidence, at <http://careers.wmc.ca/>, or for more information, please contact Lynn Armstrong of WMC at:

Lynn Armstrong | E: lynna@wmc.bc.ca | P: (604) 443-3739

COMPENSATION: A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.