

Versele – National Sales Manager Canada

Versele

You Role

Anidis Canada is a national distributor of pet food and accessories, serving all 10 Canadian provinces. Each year, more than 1 million animals benefit from our products. A subsidiary of Versele, a global leader in nutrition for birds and small animals, Anidis Canada also distributes several well-established brands in the pet industry, including Purina, Schesir and PureBites. With over 2,000 SKUs distributed in more than 2 500 specialized pet stores, our organization operates in a dynamic, structured and fast-growing environment.

We are looking for a NATIONAL SALES MANAGER CANADA.

Your role :

- Drive business development by actively developing and supporting commercial activities in your area.
- Implement growth-focused commercial strategies to expand business with existing customers and identify and convert new business opportunities.
- Analyse market trends and evolutions in the pet food sector; benchmark competitors to inform development strategies.
- Set up and implement annual sales and marketing plans for the area.
- Build, coach and maintain strong relationships with your salesforce to ensure the successful rollout and follow-up of commercial plans.
- Identify and develop Modern Trade opportunities (pet shop chains, DIY, online) and negotiate with key accounts to unlock growth potential.
- Lead product training sessions for your own sales team.
- Organize and participate in professional exhibitions and consumer shows.
- Perform regular field coaching and store checks with your team to support execution excellence.
- Report directly to the General Manager, providing input on business performance and development potential.

Your Profile

- You hold a university degree and bring **5 to 10 years of successful sales experience** within a national or international business environment.
- You have a genuine interest in the **pet food industry** and enjoy understanding market trends and customer needs.
- You thrive in an environment of **change and innovation**, embracing new opportunities and ways of working.
- You are **results-driven and commercially minded**, with strong communication and negotiation skills, and you take ownership of your objectives and outcomes.
- You are **fully bilingual** and able to build relationships across diverse markets and stakeholders.

- You are willing to **travel extensively** (approximately two weeks per month) and occasionally work during weekends when required.
- You live within a reasonable commuting distance of our office.

Our Offer

- A competitive salary and benefits package tailored to your experience and impact.
- The opportunity to work with a passionate and driven team in a dynamic and growing industry.
- A role in a large, ambitious and international family-owned company where your contributions truly matter.
- The chance to make a meaningful impact on the lives of pets and their owners worldwide.
- A collaborative and innovative work environment that values your ideas and creativity.
- A true family atmosphere.

We invite you to submit your résumé and cover letter to laurence.masse@anidis.ca

<https://www.versele.com/>