

## Vice President of Operations – Puratos

### Client Needs

Puratos, a global leader in bakery, patisserie, and chocolate ingredients, was seeking a new Vice President of Operations to lead and optimize its manufacturing network within the food and ingredient space. The ideal candidate would bring extensive experience in food and beverage production—particularly with fresh, perishable, and specialty products such as bakery, patisserie, and chocolate. This leader needed a strong track record in multi-site operations management, supply chain optimization, and cross-functional leadership, including oversight of production, quality assurance, health and safety, engineering, and logistics.

In addition to operational expertise, Puratos required someone aligned with its innovation-driven, customer-centric, and family-owned culture. Bilingualism in English and French was considered a strong asset, along with experience operating within a matrixed global organization. Familiarity with unionized environments, continuous improvement methodologies (e.g., Lean or Six Sigma), and capital expansion or automation projects were also key requirements. Our team was expected to conduct a structured, consultative search process, sourcing senior talent with the right cultural and strategic fit, while offering market intelligence, thorough candidate screening, and support throughout the interview and offer negotiation stages.

### MacDonald Search Group Solution

To support Puratos in securing the ideal Vice President of Operations, MacDonald Search Group undertook a structured and collaborative executive search process. We began by conducting a detailed intake session with key stakeholders to understand the scope of the role, team structure, operational challenges, and cultural expectations. From there, we developed a tailored candidate profile and search strategy focused on identifying senior leaders within the food and beverage manufacturing industry, with particular emphasis on experience in ingredients, fresh produce, and high-quality perishable products.

The Search Emphasized:

- Senior operations leaders with end-to-end supply chain and multi-plant oversight
- Experience with ERP implementation, unionized environments, and global logistics
- Cultural fit with a family-owned, values-driven organization
- A focus on both local and national talent—especially Canadian executives working abroad or in other provinces with a desire to return to Ontario

We leveraged our national and international networks to identify and engage candidates with proven success in complex operational settings.

# Executive Search

Throughout the process, we conducted in-depth interviews, reference checks, and provided compensation benchmarks and market insights. Transparent communication and regular updates ensured strong alignment with Puratos' internal hiring team, resulting in an efficient, high-touch search process.

## Outcome

The successful placement of a Vice President of Operations at Puratos was the result of a highly targeted and strategic search process that concluded within three months. From the outset, our team focused on identifying senior operations leaders with deep expertise in food manufacturing, particularly those with experience in complex, multi-site environments and strong alignment to a values-driven, family-owned culture. Leveraging our network and market research, we prioritized candidates with global exposure, unionized plant leadership, ERP implementation experience, and a demonstrated ability to lead in both strategic and hands-on capacities. We expanded the search beyond the immediate Ontario market, targeting Canadian executives working nationally and abroad who had strong ties to the GTA.

This approach surfaced a standout candidate with global operational responsibility, who not only had deep experience across supply chain, manufacturing, and logistics, but was also actively seeking a return to Ontario for family reasons. Their leadership style, centered on collaboration, servant leadership, and a strong focus on safety, quality, service, and cost, aligned perfectly with Puratos' culture. The result was a seamless placement of a high-impact executive ready to lead operational excellence and long-term growth.

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