

Vice President of Sales and Marketing – CKF

Recruiting a VP of Sales and Marketing

CKF was seeking to hire a **Vice President of Sales and Marketing** to lead the company's commercial strategy and drive growth across its diverse range of sustainable packaging solutions. As a leading manufacturer in the Canadian foodservice and retail packaging sector, CKF required a senior executive with a proven track record in sales leadership, marketing strategy, and key account management, ideally within packaging, manufacturing, or CPG space. The ideal candidate needed strong experience managing national sales teams, developing brand positioning, and expanding market share across North America. This individual was expected to build relationships with major retailers, distributors, and foodservice operators while also leading marketing initiatives to elevate CKF's presence in the sustainability-focused packaging market. A collaborative leadership style, data-driven mindset, and the ability to align commercial goals with overall business strategy were essential. CKF was looking for a results-oriented leader who could inspire teams, deepen customer partnerships, and help shape the company's future growth.

Taplow Solution

To support CKF in hiring a Vice President of Sales and Marketing, MacDonald Search Group implemented a comprehensive and targeted search strategy tailored to the company's commercial structure and growth objectives. Recognizing that the role required oversight of sales across three distinct business lines, Packaging, Retail, and Foodservice. We prioritized candidates with a proven track record in leading complex, multi-channel sales organizations across Canadian, U.S., and global markets. The process began with a deep discovery session to understand CKF's revenue goals, strategic growth priorities, and the cultural traits needed for a successful leadership fit. From there, we developed a candidate profile that emphasized experience in national account management, team leadership, margin-driven sales strategies, and the ability to contribute to strategic planning and product development. The search focused on senior sales leaders who had demonstrated success in identifying new market opportunities, negotiating national contracts, and mentoring high-performing commercial teams. We leveraged our national network and sector expertise to identify candidates from packaging, manufacturing, and CPG industries, individuals capable of driving both revenue growth and strategic brand development. Throughout the engagement, we maintained close communication with CKF's leadership team, providing regular updates, market insights, and a shortlist of highly qualified candidates.

Executive Search

Outcome

The search for CKF's Vice President of Sales and Marketing concluded successfully, resulting in the placement of a high-impact commercial leader who exceeded the client's expectations. The process delivered a candidate with a rare combination of strategic leadership, cross-functional oversight, and deep sector expertise in packaging and manufacturing. His experience leading P&L for a \$40M business as General Manager at Planet Paper Box, combined with a track record of consistently surpassing sales and EBITDA targets, made him a standout choice. Throughout the search, our targeted outreach and deep industry knowledge allowed us to quickly identify candidates with national account expertise, leadership of multi-channel sales teams, and a strong understanding of the North American packaging market. The final hire brought more than 16 years of commercial experience, including executive roles with Cascades Inc., where he managed over \$100M in sales across North America and led strategic partnerships with top-tier clients like Tim Hortons, GFS, and Sysco. His blend of operational insight, sales leadership, and formal training in marketing, engineering, and leadership transformation aligned directly with CKF's strategic direction. The successful placement not only filled a critical leadership gap but also positioned CKF for continued growth in domestic and global markets, validating the strength of our search methodology and partnership-driven approach.

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