



# REGIONAL SALES MANAGER – EASTERN CANADA

**INNOTEX INC.** specializes in Fire and Rescue protective equipment. Our team is driven by core values of commitment, innovation and teamwork. As a recognized leader in the firefighting equipment industry, we are proud to be the trusted partner of thousands of fire departments worldwide. With operations in Canada (Quebec) and the United States (Alabama), our organization employs approximately 300 people.

If you're passionate about working in a field that contributes to the safety and protection of communities, we have the ideal opportunity for you. As we continue to grow, we are currently seeking a **Regional Sales Manager – Eastern Canada** to join our team. This is a remote position, with a preferred residence in Quebec.

Territory: Quebec and Canadian Atlantic Provinces (Nova Scotia, Prince Edward Island, and Newfoundland).

## Overview:

As the Regional Sales Manager – Eastern Canada, you will play a key role in driving sales growth, cultivating strong relationships with end users, and supporting dealer networks throughout your territory. You will focus on promoting and selling firefighter turnout gear and PPE for first responders, ensuring customer satisfaction, product education, and market expansion. You will also collaborate closely with the Sales team and the Vice President of Sales to implement our organization's sales strategy.

## What you'll do:

- Develop and execute strategic sales plans to meet or exceed regional revenue goals.
- Identify, pursue, and secure new business opportunities with fire departments, EMS agencies, and other first responder agencies.
- Build, manage, and support dealer relationships, including product training, joint sales calls, and territory planning.
- Conduct product demonstrations and presentations to decision-makers including Fire Chiefs, procurement officials, and safety officers.
- Monitor competitor activity, market trends, and customer feedback to adapt strategies and maintain a competitive edge.



- Represent the company at trade shows, conferences, and industry events to generate leads and strengthen brand presence.
- Collaborate with marketing, product development, and customer service teams to align regional activities with company objectives.
- Prepare sales reports, forecasts, and performance analyses for senior leadership.
- Ensure compliance with bid processes, contract negotiations, and pricing policies.

### **What you'll need:**

- Bachelor's degree in Business, Marketing, or a related field (or equivalent experience)
- Minimum 10 years of sales experience, including 5+ years ideally in public safety, fire service, or PPE industries
- Experience in B2B sales and dealer network management (preferred)
- Knowledge of municipal bid processes
- Strong understanding of NFPA standards and firefighter PPE procurement processes (preferred)
- Demonstrated ability to consistently meet or exceed sales targets
- Proficiency with CRM tools and Microsoft Office Suite
- Willingness and ability to travel extensively within the assigned region and to the United States (valid passport required)
- Bilingual in French and English (spoken and written), with the ability to communicate effectively with our English- and French-speaking internal teams and partners

### **Key competencies:**

- Strong interpersonal and leadership skills, with the ability to mentor and motivate
- Excellent communication, negotiation, and presentation skills
- Customer service focused, with a talent for building lasting relationships
- Exceptional planning, organizational, and time management abilities
- High level of initiative, autonomy, and attention to detail



## What we offer:

- Dedicated and passionate team
- Flexible work schedule and work-life balance
- Remote position
- Competitive base salary with bonus plan
- Group insurance with telemedicine services and a pension fund
- Access to an employee assistance program
- Ongoing training
- Referral program

If this role aligns with your skills and career aspirations, please send your application to our Human Resources department at [RH@innotexprotection.com](mailto:RH@innotexprotection.com).