

## PURDYS CHOCOLATIER

Founded in 1907, Purdys Chocolatier (Purdys) has grown to become Canada's leading premium chocolate retailer with over 900 employees and 75 stores in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario, plus an eCommerce presence. A household name, its brand is highly visible and symbolized by its signature purple shop décor and packaging. The company is led and owned by its CEO, Karen Flavelle, whose father purchased the business in 1963. The current President has been with Purdys since 1998 and in the role of President for the past six years and Chief Operating Officer since 2007. He is leaving the organization at the end of this year and thus Purdys is seeking a new President who will build upon the company's strength in the marketplace and lead it through its next evolution of growth.

## PRESIDENT

Reporting to the CEO, while maintaining a close relationship with Purdys' Advisory Board of Directors, the President will be accountable for creating the strategic direction and ensuring profitable growth. They will lead the executive team, oversee the company's operations, increase operational efficiencies, and grow the company's market position while maintaining a positive company culture and strong focus on safety.

A demonstrated strategic and innovative thinker, the new President will continue to evolve the brand in light of a changing market place, develop the online, business gifting and fund-raising channels to be significant contributors to the bottom line, and articulate a strategy that will lead to sustained growth within the prescribed EBIT. The President will excel at leading change initiatives and continue the heritage of creativity and innovation that has enabled the company to be a highly successful retailer. They will also analyze Purdys' internal systems and processes to ensure that they drive efficiencies and support the company's competitive position of providing the best value possible to its customers.

Possessing deep knowledge of multi-unit retail and eCommerce, and a proven track record of launching a highly successful online channel, the new President will ensure the optimal organizational structure is in place with the required skills and experience to execute on the strategy, and introduce best practices, data-based decision making and performance metrics, while ensuring accountability and being the key driver of Purdys' culture.

The new President will possess a university degree and 10+ years of senior management experience leading a company or division that's similar in size to Purdys and national in scope. They will have led a company to its next level of growth organically and be experienced in brand management and/or CPG. An entrepreneurial mindset is a must and experience working in a private company is highly desirable.

To apply for this role or for further information, please email resume and cover letter to [search@watsoninc.ca](mailto:search@watsoninc.ca).