

SPUD.CA

Founded in 1997, SPUD.ca (SPUD) has had a mission to create relationships with amazing farmers, ranchers, fishermen/women, bakers, and artisans, to make it easy for its customers to have the freshest ingredients and most amazing products delivered to their home or office. SPUD believes food should be healthy, so it partners with local farmers and producers who its customers can trust; people who have integrity, who respect the environment, who care about the community, who value sustainable farming practices, and who believe in the humane treatment of animals. SPUD is proud to be a certified B corporation and only selects local ingredients from partners who care about what they produce and the environment. Having grown both organically and through targeted acquisition, SPUD is committed to providing simple access to real, healthy food.

SPUD has grown significantly over the past several years, adding wholesale and retail operations in Calgary, Edmonton, and Vancouver Island operating under the labels SPUD.ca, Blush Lane Organic Market (Alberta) and Be Fresh (BC). To date, the capital required to fuel the growth has been sourced from individual investors and private equity funds who share a similar philosophy to the owners. As growth accelerates and new, larger opportunities arise, including expansion into new markets, SPUD is considering an initial public offering to provide the necessary capital. In order to meet the needs of the company and expectations of the public markets, SPUD is seeking a highly qualified and experienced CFO to guide it through the ongoing public process and beyond, into life as a public company.

CHIEF FINANCIAL OFFICER

Reporting to the CEO and a key member of the Senior Leadership Team, the CFO is accountable for the administrative, financial, and risk management operations of the SPUD group of companies, including the development of the financial and operational strategy, the metrics tied to that strategy, and the ongoing development and monitoring of control systems designed to preserve company assets, add value, and report accurate financial results. They are accountable for the direction, coordination and facilitation of the company's financial reporting, business planning & forecasting activities, and for providing ongoing financial analysis & budgeting/forecasting support to the CEO, Senior Leadership Team, and others. They will provide operational support by leading or assisting on all strategic and tactical matters as they relate to capital management, cost benefit analysis, product costing and profitability, and future acquisitions.

The ideal candidate will bring a wealth of proven senior financial leadership knowledge and experience, be able to challenge their colleagues in the best interests of the business, be motivated about working in a fast-paced and entrepreneurial environment, and will possess a track record of successfully navigating IPOs and growing organizations. They will be a natural collaborator and comfortable operating at both a strategic and operational level. Possessing 10-15 years of progressively responsible senior leadership experience in finance and administration, at least five of which were as a CFO or equivalent, gained within a major company or a division of a large corporation, they will have IPO/capital markets experience, including meeting regulatory reporting requirements, and experience with debt instruments and tax management. Entrepreneurial, proactive, creative, and with a passion for operations, the successful candidate will live the SPUD values and have demonstrated the ability to develop systems and structures that make sense of vast amounts of data for the purposes of decision making, KPI-generation, and monetization. M&A experience, US and/or international experience, capital allocation experience, retail/FMCG experience, and experience developing new technology platforms are all considered assets.

To apply for this role or for further information, please email your resume and a cover letter to search@watsoninc.ca.