



# Head of Sales

**Maternity Leave Coverage (12 months, with opportunity for extension)**

**Employment Type:** Full-Time

**Location:** Hybrid (Calgary preferred)

## About Flash Forest

Flash Forest is a reforestation technology company using drones, automation, ecological science, and data to rapidly reforest post-wildfire and hard-to-access landscapes. By shifting tree planting from manual labour to autonomous systems, we deliver scalable, cost-effective climate solutions while restoring entire ecosystems.

Beyond automated planting, Flash Forest is building advanced forestry intelligence services using machine learning, geospatial data, and field validation to support land managers, governments, and industrial clients across North America.

With headquarters in Toronto and operations expanding across Canada and the U.S., this is a pivotal time to join a growing, mission-driven company at the intersection of forestry, technology, and climate action.

This is a hybrid role with quarterly travel to Toronto HQ and additional domestic/U.S. travel for client meetings, site visits, and government or partner engagements. Preference will be given to candidates based in Alberta, particularly Calgary.

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## The Role

As **Head of Sales**, you will own sales execution and client relationships across Flash Forest's core offerings during a maternity leave coverage period. Reporting to the Chief Operating Officer, you will act as the company's primary commercial lead, responsible for converting opportunities into signed contracts and maintaining strong, long-term client relationships.

This role requires someone who is hands-on, execution-focused, and comfortable navigating complex, regulated sales environments, including government procurement, institutional buyers, and forestry stakeholders. You will work closely with operations, engineering, and science teams to translate technical capabilities into clear client value.

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## Key Responsibilities

### Sales Execution & Growth

- Own the full sales cycle from lead generation through contract execution and renewal
- Lead cold and warm outreach for:
  - Forest Intelligence Services (geomatics and ML-driven products/services)
  - Automated tree planting services
- Identify, track, and respond to RFPs, RFQs, and procurement opportunities across:
  - Canada
  - United States (federal and state portals)

### Client & Account Management

- Manage active client accounts, including:
  - Relationship management and stakeholder engagement
  - Ongoing reporting and renewals
  - Upsell and expansion opportunities
- Coordinate internal handoffs from sales to delivery to ensure client satisfaction

### Sales Operations

- Maintain accurate CRM records, pipeline tracking, and forecasting
- Execute within established sales systems, templates, and processes
- Support government-related business development and contract execution as needed

### Travel

- Quarterly travel to Toronto HQ
- Additional domestic and occasional international travel as required

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## Who You Are

- A driven, self-directed sales leader who takes full ownership of revenue targets
- Comfortable managing long, complex sales cycles with multiple stakeholders
- Equally adept at client conversations, proposal writing, procurement responses, and CRM discipline
- A clear, confident communicator with the ability to engage senior stakeholders up to C-suite
- Collaborative by nature, with the ability to work closely with engineers, data scientists, foresters, and plant scientists to understand and sell technical solutions

- Resourceful and adaptable, thriving in fast-moving, budget-constrained environments

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## Competencies & Qualifications

- **Forestry background is required**
- 5+ years of experience in business development or sales, with demonstrated success in forestry, government, institutional, or regulated markets
- Strong outbound sales capability (cold calling, email outreach, RFQs/RFPs)
- Experience managing RFPs, proposals, and procurement submissions
- Background in government relations is an asset
- Strong written and verbal communication skills
- Ability to manage multiple opportunities and deadlines simultaneously
- Comfortable working remotely across time zones
- Experience using CRM systems (e.g., HubSpot)
- Experience in a startup or high-growth environment is essential

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## Compensation

- This role will provide a mix of fixed and variable compensation, with base comp at a range of \$120,000 to \$140,000
- Stock options will also be provided for this role

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### What We Value

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**IMPACT** - We started Flash Forest with the goal of offsetting enough carbon emissions to have a significant and measurable impact on climate change within the next decade.

**QUALITY** - We work closely with plant scientists and forestry experts and will use multispectral mapping UAV technology to select ideal planting sites and provide valuable follow-up data on ecosystem health.

**INCLUSIVITY** - We want everyone to have a way of personally contributing to a large-scale environmental solution through an organization they can trust.

**COOPERATION** - We are committed to partnering with local groups, agencies, scientists, and individuals of all types to share knowledge and resources for the best reforestation solutions.



Flash Forest is an equal opportunity employer that values diversity, inclusion and fairness. We encourage applications from all backgrounds and experiences, treating everyone with respect, and offering equal opportunities for advancement and growth. Join our team and get involved with a culture that celebrates uniqueness and embraces collaboration!

Applications will only be accepted when submitted through the portal below. Only those selected for an interview will be contacted. We thank you for your interest!