


**National Distributor Channel Manager**

The National Distributor Channel Manager reports to the National Sales Manager and is responsible for the strategic leadership, development, and performance of all distributor accounts across Canada. The role owns the national distributor strategy, ensures consistent execution across Canadian regions, and acts as the primary interface between distributor partners and Blum Canada (BCA), Global (BAU), Blum US (BUS), and other Blum subsidiaries. This is a senior individual contributor role without direct people management responsibility. The role leads through strategic channel leadership, key account ownership, and cross-functional coordination, ensuring sustainable growth, strong partnerships, and alignment with Blum's long-term objectives.

**YOU**

- Are a strategic leader in distributor/channel management with strong commercial acumen and an ability to translate strategy into execution.
- Build and grow national distributor networks, forming trusted, executive-level relationships and acting as a trusted advisor while balancing partner needs with long-term business objectives.
- Bring strong analytical and business insight, using forecasting, demand planning, CRM discipline, reporting, and market intelligence to drive decisions and recommendations.
- Demonstrate the ability to work effectively in a matrixed, international environment and drive results without direct authority, with strong communication and influencing skills to engage internal and external stakeholders.
- Demonstrate strong ownership, accountability, and attention to detail while managing multiple national priorities
- Support go-to-market initiatives, product launches, and distributor capability development

**WE**

- Offer a senior, high-impact role with national scope and strategic visibility across Canada and within the global Blum organization.
- Provide the opportunity to shape and lead the national distributor channel strategy and drive long-term business growth.
- Value collaboration, partnership, and cross-functional alignment across local and international teams.
- Support a culture of continuous improvement and strong commercial discipline.

- Foster an inclusive, diverse, and growth-oriented workplace where employees can develop and succeed.
- Are committed to providing accommodation throughout the recruitment process.

**RESPONSIBILITIES**

- Lead and execute the national distributor channel strategy across Canada, aligned with Blum's regional and global objectives.
- Own and develop national distributor relationships, driving sustainable sales growth, long-term partnerships, and network expansion.
- Define and steer pricing concepts, reward mechanisms, and commercial frameworks for distributor key accounts.
- Act as the primary national interface between distributor partners and Blum Canada, our global Units, our regional units in the Americas, and other Blum subsidiaries.
- Ensure cross-functional alignment with Sales, Marketing, Product Management, Customer Service, Supply Chain, and Finance and other stakeholders.
- Support product launches, go-to-market strategies, and distributor training, ensuring strong product and solution knowledge.
- Provide market, competitive, and customer insights to inform strategy, pricing, forecasting, and portfolio decisions.
- Ensure disciplined account governance, CRM usage, forecasting, and reporting, supporting strategic planning and steering processes.
- Provide operational coordination and support for distributor activities, including order pattern review, follow-ups, documentation, reporting, meeting coordination, and day-to-day interface with internal and external stakeholders.
- Travel frequently within Canada and occasionally internationally (including Europe and the United States) to support distributor relationships and business development.

**QUALIFICATIONS**

- Bachelor's degree in Business, Marketing, or a related field, or equivalent practical experience.
- 5+ years of experience in B2B sales, distributor or channel management, or key account leadership, ideally within a hardware, industrial, or technical environment.
- Ability to develop and grow national distributor networks, build executive-level relationships, and act as a trusted advisor while balancing partner needs with long-term business objectives.
- Strong skills in developing and executing distributor strategies, pricing and incentive frameworks, and commercial governance aligned with global direction and national market realities.
- Experience working cross-functionally with Sales, Marketing, Product Management, Customer Service, Supply Chain, and Finance within a matrixed, international organization is preferred, along with the ability to drive results without direct authority.
- Solid understanding of forecasting, CRM processes, reporting, and market intelligence, with the ability to translate data into clear, actionable recommendations.
- Fluency in English is required; proficiency in French is considered a strong asset.

**LOCATION & TRAVEL**

This is a remote, field-based role and may be based **anywhere in Canada**. Given the national scope of the position, regular travel across Canada is required to build and support distributor relationships, along with occasional international travel as business needs require.

COMPENSATION

The expected base salary range for this position is $90,000 to $130,000 CAD annually. Actual compensation will be determined based on relevant experience, qualifications, skills, and location.

VACANCY STATUS

This posting is for an existing vacancy.

USE OF ARTIFICIAL INTELLIGENCE

We responsibly use AI-enabled tools to support aspects of our recruitment process. AI is used as a support tool and does not independently make hiring decisions.

Blum Canada is an equal opportunity employer committed to providing an inclusive and diverse workplace. We are willing to offer accommodation during the recruiting process. Requests to this effect should be sent to hr.ca@blum.com. Please submit your application to the following address: hr.ca@blum.com.

Be part of a culture that encourages growth, diversity and inclusion.