



**Position Title:** Manager, Food Innovation & Marketing

### **Position Overview**

The Manager, Food Innovation & Marketing will work as part of the Pulse Canada market development team focused on increasing pulse utilization in existing and new food industry applications. The position will play a leadership role in the implementation of the pulse industry strategy through the development, implementation, evaluation and communication of a plan to influence commercial action in the further processing of pulses and the development / commercialization of new and reformulated food products containing pulse ingredients.

### **Key Responsibilities**

Working with Pulse Canada's team focusing on market penetration as well as product and market development, the responsibilities of the position include:

- ⇒ Plan, implement and evaluate an action plan to influence the food company development of whole pulse foods including flours and fractions.
- ⇒ Liaise with food scientists and product development experts.
- ⇒ Develop and influence a broad network of contacts in the area of food product development.
- ⇒ Communicate food industry formulation and functionality research priorities, data requirements and other issues to key pulse organizations, the broad scientific community and the federal government.
- ⇒ Manage projects on prototype development.
- ⇒ Analyze existing research and forecast future research and analytical needs required to position Canadian agriculture as a leader in commercial pulse processing and utilization.
- ⇒ Provide regular updates on project activities to provincial grower groups, Pulse Canada Board, expert advisory committees and steering committee.
- ⇒ Plan and report on work plans and outcomes.

### **Accountabilities**

The Manager, Food Innovation & Marketing reports to the CEO of Pulse Canada.

The Manager, Food Innovation & Marketing is accountable to the Pulse Canada team leading efforts on the marketing of Canadian pulses as an important part of meeting food sector demand.

The Manager, Food Innovation & Marketing is also accountable to the Steering Committee for the Agri-Flexibility program under which partial funding of the project has been provided under the "Growing Forward" program.

## **Candidate Qualifications and Employer Expectations**

1. The candidate will have a Bachelor's degree in food science, or other science degree that will demonstrate their understanding and credibility in the utilization of pulses in food product applications. Preference may be given to candidates who have received a Master's degree in a relevant scientific field. Consideration will also be given to candidates with at least five years of commercial experience in private sector food product development.
2. The candidate will be able to demonstrate academic or professional experience in areas that show an in-depth understanding of food product development considerations.
3. The candidate will have strong written and verbal communication skills for both the scientific community and the commercial food industry. The candidate will also have strong presentation skills.
4. As part of the Pulse Canada team, the candidate will have a history of working well within a team environment including being supportive of other team members, and have a record of delivering results that are on time and accurate.
5. The candidate will have a track record of being a self-starter and have shown ingenuity in their approach to personal or professional challenges.
6. The candidate will have a track record exhibiting sound personal judgment.
7. The candidate must be eligible for travel to the USA and eligible to hold a valid Canadian passport.

## **Employment Term**

This unique employment experience to help shape future food industry applications of pulses and pulse ingredients will begin immediately. Funding for the project is in place until March 31, 2013.

## **Employment Location**

This position is located in Winnipeg, MB.

## **Employment Considerations**

The position will involve travel both domestically and internationally.

## **Contact**

For more information on this initiative, contact Peter Watts at Pulse Canada: 204-925-4458 or email [pwatts@pulsecanada.com](mailto:pwatts@pulsecanada.com)

Applications for this position should be submitted by March 15, 2010. Applications will be held in confidence and successful candidates will be contacted. Please submit resumes, marked as private, to:

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