

Welcome to Dynamic Tire! Canada's ONLY Strategic Sourcing Partner in the tire wholesaling industry. With over 30 years of experience in tires and multi-national import operations, expert engineering capabilities, cutting-edge web-based ordering systems, and over 400,000 square feet of Canadian warehouse capacity, it is evident why Dynamic Tire is the choice of Canadian tire retailers and wholesalers.

DYNAMIC PEOPLE MAKE A DYNAMIC BUSINESS

At Dynamic Tire, we strongly believe that our company culture is at the core of our success. We understand that a positive, inclusive, and collaborative workplace culture is essential for attracting top talent, encouraging innovation, and ultimately driving business growth. We strive to create an environment where our employees feel valued, supported, and empowered to reach their full potential. If you share our values and are passionate about working in a dynamic and exciting company culture, we encourage you to apply and become a part of our team.

Position: Strategic Account Manager, Rubber Tracks

Reporting to – Regional Sales Manager

Summary/Objective

As a Strategic Account Manager - Construction, you will lead the nationwide growth of the Rubber Tracks segment, driving sales through direct customer engagement and collaboration with key accounts. While sales-focused, this role plays a critical part in shaping product strategy by bringing forward market intelligence and supporting assortment, forecasting, and inventory alignment. With a primary focus on Rubber Tracks and support across Construction, Industrial, and OTR, you will ensure our offering remains competitive and aligned with customer needs, particularly within construction and heavy equipment rental markets.

Key Responsibilities

Market Growth & Customer Development

- Lead the development and execution of Rubber Tracks growth strategies, while supporting adjacent segments (Construction, Industrial, OTR)
- Identify, evaluate and execute growth opportunities across Canada
- Build strong relationships with customers, dealers, and end users
- Partner with Sales team to drive regional growth and conversions

Customer & Field Engagement

- Maintain a **strong presence in market** to understand applications and customer needs
- Support sales teams through joint calls, product training, and technical guidance
- Deliver customer presentations and develop tailored solutions
- Represent Dynamic Tire as a **trusted partner and subject matter expert** in Rubber Tracks.

Market Intelligence & Product Alignment

- Gather insights on pricing, competition, and product gaps
- Define market requirements (sizes, tread patterns, performance needs)
- Collaborate with Product team to refine offerings and support new developments
- Provide input into **pricing strategies and program structures** based on market feedback.
- Support the development of monthly and annual demand forecasts, internal and external
- Align with Product Segment Manager and Supply Chain to ensure appropriate inventory levels

Cross-Functional Collaboration

- Work closely with Sales, Product, Supply Chain, Marketing, and IT
- Ensure alignment between market needs and internal execution
- Support initiatives that improve visibility, awareness, and ease of doing business

Performance & Reporting

- Monitor sales performance, pricing, and program effectiveness
- Provide regular updates on market trends, risks, and opportunities
- Recommend actions to drive growth and improve results

Brand Representation

- Represent Dynamic Tire at trade shows, dealer events, and industry functions
- Support marketing efforts to strengthen brand awareness in the segment

Travel

- Frequent travel is required, 80% (National).
- Occasional International Travel.

Preferred Skills

- Excellent interpersonal skills and ability to build and maintain relationships with clients.
- Ability to understand and analyze complex data and industry trends.
- Strategic thinking and problem-solving abilities.
- Negotiation skills to develop mutually beneficial agreements.
- Effective time management and organizational skills.
- Demonstrates a collaborative mindset, working effectively across cross-functional teams and fostering a positive, easy-to-work-with approach
- Adaptability and flexibility to work in a fast-paced and constantly changing environment, whether that be independently or as a team.
- A customer-centric mindset focused on delivering high levels of customer satisfaction, while maintaining corporate objectives.
- Results-oriented with a focus on achieving sales targets and KPIs.

Preferred Qualifications

- Recognized as the go-to resource for Rubber Tracks, with strong working knowledge across Construction, Industrial, and OTR
- Proven experience in **construction and heavy equipment rental markets**, with a clear understanding of applications, buying behavior, and fleet requirements
- Strong communication skills, both written and verbal (Bi-Lingual in French is preferred).
- Post-Secondary Education in Business Administration, Marketing, or related field experience.
- Knowledge of sales processes, including pipeline management, forecasting, and reporting
- Proven track record of exceeding sales targets and driving revenue growth.
- Demonstrated ability to manage and prioritize multiple projects and clients simultaneously.
- Proficient in Microsoft Office and CRM systems.
- Valid driver's license, access to a vehicle and ability to travel Nationally/Internationally