

“Work on marketing strategies to help grow the business...”

Bio-economy Career Profile

Position: Vice-President, Sales & Marketing

Name: Kristina Williams

Company: Natraceutical Canada Inc.

Salary Range: N/A

What I do:

I would describe my job as helping to decide how and where Natraceutical Canada is going to market its ingredients and products, and dealing with the four Ps on a daily basis: place, promotion, price, and product.

My position as Vice-President of Marketing and Sales for Natraceutical Canada might not be typical of most; I work with the sales team, providing direction on the sales of natural health products. I deal with varying market strategies for products, including regulatory issues and product labels. I also deal with patent strategies, deciding the countries and markets in which we will introduce products, and patent office enquiries from around the world.

Travel is becoming a bigger part of my job. I travel extensively throughout the U.S. and Canada, attending tradeshows and keeping in touch with industry. Our parent company is located in Europe, so I also cross the ocean on a regular basis.

What education and skills do candidates need for this position?

For my position, an MBA or a business degree is preferred. I hold a Masters of Law, which assists me in understanding regulatory and patent issues.



Education is obviously an asset for someone in this position; however, having the right attitude for doing the job is essential. When I hire people, I look for those who have the educational and professional background, and the right personality. I believe that people's extracurricular activities and how they engage themselves outside of work says a lot about them and how successful they might be in a job in sales and marketing.

You also need a strong knowledge of marketing strategy and its applications, and a science background helps. Communication and the ability to listen effectively is the key when working as the leader of a team; it's important to see the whole picture and not micromanage, as you need to trust that your sales team can handle the details.

What are the best parts of your job?

No day is like the next, my duties are constantly evolving, and it's rewarding and interesting to work on marketing strategies and see how they assist in growing the business.