Role: Chief Financial Officer

Organization:	Vitacore Industries Inc. (“Vitacore”)
Reports To:	Mikhail Moore, President
Direct Reports:	Finance and accounting team, to be built out as the company scales
Location:	Burnaby, BC (on-site)
Salary:	$165,000–$185,000, commensurate with experience

ABOUT VITACORE INDUSTRIES

Vitacore was established on the conviction that Canada should have the domestic capability to produce critical healthcare products. The company became the first Canadian manufacturer of N95 respirators authorized by Health Canada, manufacturing locally in Burnaby from raw materials. Today, Vitacore generates approximately $10 million in revenue, with a product portfolio that includes surgical masks, respirators, related PPE, and Planet Impact, its program focused on recycling hard-to-recycle materials.

Vitacore is a founder-led organization characterized by speed, entrepreneurial judgment, and a disciplined appetite for growth. Mikhail Moore has built the company by identifying opportunities early and moving decisively. As the business enters its next phase, it requires a senior finance leader who can bring greater financial discipline, strategic insight, and scalable infrastructure while preserving the pace and commercial agility that have defined its success.

THE OPPORTUNITY

This is Vitacore’s first Chief Financial Officer appointment and a critical executive leadership role for the company’s next stage of scale. Reporting directly to the President, the CFO will serve as a strategic partner to ownership and leadership, establishing the financial architecture, governance discipline, capital strategy, and performance management framework required to support sustained growth. Priorities may include new markets, product expansion, strategic partnerships, government and institutional contracts, and potential external capital.

The role requires a CFO-calibre finance executive who can operate as both strategist and operator in a growing, founder-led business. The successful candidate will bring executive presence, commercial judgment, capital markets fluency, and the ability to influence enterprise decisions with confidence and credibility. Their mandate will extend beyond finance operations to include value creation, risk management, governance, capital allocation, and long-term enterprise planning.

FIRST-YEAR PRIORITIES

Within the first year, the CFO will be expected to establish the financial leadership platform required for Vitacore's next stage of growth, with measurable progress against the following priorities:

- Implement a monthly close and reporting cadence that delivers accurate financial statements and executive reporting within an agreed timeline each month.
- Develop a rolling 13-week cash flow forecast and 12-month financial outlook that provide clear visibility into liquidity, working capital, and capital requirements.
- Establish a reliable product costing model and margin reporting framework covering key product lines, raw materials, labour, overhead, yield, and inventory movements.
- Create an executive KPI dashboard that tracks revenue, gross margin, cash conversion, inventory turns, working capital, production efficiency, and capacity utilization.
- Complete an assessment of accounting systems, ERP capability, internal controls, and finance team capacity, and present a prioritized roadmap for scalable infrastructure.
- Prepare the company for future financing or strategic capital conversations by developing an investment narrative, integrated financial model, lender/investor materials, and data room readiness plan.
- Build a practical finance team structure and development plan, including clear accountabilities, decision rights, and recruitment priorities to support the company's growth agenda.

KEY RESPONSIBILITIES

Strategic Partnership with the President

- Serve as the President's principal financial and strategic advisor, bringing CFO-level judgment to enterprise priorities, capital allocation, risk assessment, and growth decisions.
- Lead enterprise planning and build integrated financial models that support growth initiatives, including new product launches, market expansion into the US and beyond, and investment decisions.
- Evaluate strategic partnerships, joint ventures, licensing arrangements, and potential acquisitions, presenting clear, evidence-based recommendations to leadership.
- Bring a commercial point of view to pricing, margin, and deal structure, especially on large institutional and government tenders.
- Act as a credible financial voice with the board, shareholders, lenders, investors, and external advisors as the company matures and its stakeholder environment becomes more complex.

Capital Strategy, Banking & Investor Relations

- Lead the company's capital strategy, including banking relationships, lender negotiations, credit facilities, working capital planning, and financing structures aligned to the company's growth ambitions.

- Lead any future capital raise or strategic financing process, including the investment narrative, financial model, diligence materials, stakeholder communication, and data room readiness.
- Identify and secure government funding, grants, tax credits (including SR&ED), and other non-dilutive capital available to Canadian manufacturers.
- Maintain disciplined cash flow management and rolling forecasts that provide leadership with timely visibility into financial risks, opportunities, and capital requirements.

Financial Leadership, Operations & Reporting

- Lead month-end and year-end close, and deliver accurate, timely financial statements.
- Establish an annual planning, budgeting, forecasting, and performance management cadence that enables disciplined executive decision-making.
- Establish a management reporting package with meaningful manufacturing KPIs, including gross margin by product, unit economics, inventory turns, working capital, and capacity utilization.
- Oversee accounts payable, receivable, payroll, and treasury, and tighten controls as volume grows.
- Coordinate the annual audit or review with external accountants.

Manufacturing Finance & Cost Management

- Build a clear, reliable product costing model covering raw materials, labour, overhead, and yield.
- Partner with operations on procurement, inventory planning, and capital equipment decisions, with the return on each investment clearly understood.
- Identify and advance margin improvement opportunities across procurement, supply chain, production, and inventory management.
- Manage foreign exchange and commodity exposure tied to raw materials and export sales.

Tax, Compliance & Risk

- Oversee corporate tax, GST/HST/PST, and cross-border tax matters as the company sells into new jurisdictions.
- Keep the company compliant with lender covenants, contract obligations, and financial reporting requirements.
- Build out risk management, insurance, and internal controls appropriate for a company of Vitacore's size and ambition.

Systems & Team

- Assess current accounting and ERP systems and lead upgrades that give the business better, faster information.
- Hire, develop, and lead a small, capable finance team, and build it thoughtfully as the company grows.

- Implement practical, scalable processes that strengthen cross-functional accountability and support disciplined execution across the business.

WHAT YOU BRING

- 15+ years of progressive finance leadership experience, including senior accountability as a CFO, VP Finance, Head of Finance, or finance executive with enterprise-wide responsibility.
- CPA designation (CPA, CA, CMA, or CGA).
- Experience in manufacturing, distribution, medical devices, or another product-based environment, with strong command of costing, inventory, and operational finance.
- A track record in a founder-led or privately held company in the growth stage, ideally in the $10 million to $100 million range.
- Demonstrated experience leading capital strategy, banking relationships, financing processes, and ideally equity raises, M&A, investor relations, or government funding programs.
- Comfort operating at both strategic and detailed levels, from executive decision support to the hands-on financial work required in a growing business.
- Advanced financial modelling, scenario planning, and executive communication skills, with the ability to translate complex analysis into clear business recommendations.
- Exposure to US or international markets is a strong asset.

WHO WILL THRIVE HERE

The successful candidate will bring an ownership mindset and the stature to operate as a true member of the executive leadership team. They will view finance as a strategic lever for enterprise value creation and will be commercially astute, analytically rigorous, and confident advising an entrepreneurial President whose pace requires both responsiveness and disciplined challenge.

This is an environment for a builder: a finance leader who can design the systems, processes, reporting cadence, and team structure required for scale. The ideal candidate will be resourceful, pragmatic, and mission-aligned, with the credibility to operate at the executive level and the willingness to engage where the work is most critical.

WHY JOIN VITACORE

This is a compelling opportunity for a CFO to shape the financial foundation, strategic direction, and governance maturity of a Canadian manufacturer with a meaningful origin story and a clear growth mandate. The successful candidate will play a central role in enabling scale, improving enterprise performance, supporting capital decisions, and building the financial infrastructure required for Vitacore’s next stage of development.