

MANAGER, COMMERCIAL GROWTH & OPERATIONS

KELOWNA, BC (ON-SITE)

\$100,000 – 140,000

ABOUT LDCELLULAR

LDCellular Ltd. is a rapidly expanding Canadian refurbished electronics company specializing in the acquisition, renewal, and resale of smartphones, tablets, and related accessories. Based in Kelowna, BC, the company sources used devices directly from major Canadian carriers and refurbishes them in-house using advanced diagnostic systems, strict quality-control processes, and skilled technical staff. LDCellular operates across multiple sales channels, including Amazon FBA (U.S. and Canada), a Kelowna retail storefront, and B2B wholesale partnerships, positioning the company as a high-volume, data-driven leader in the Canadian refurbished electronics sector. Its commitment to operational precision, inventory transparency, and consistent product quality has fueled rapid growth and strengthened its reputation with customers, suppliers, and financial partners.

With the business entering an exciting period of expansion, this role offers the rare opportunity to join a high-growth company at an early stage and play a meaningful role in building its future. As one of the organization's foundational team members, the successful candidate will have significant visibility, influence, and opportunity for professional growth as LDCellular continues to scale its operations across Canada and beyond.

ABOUT THE ROLE

This is an exciting opportunity to join LDCellular at a pivotal stage of growth in a newly created role designed to support the company's continued expansion. The Manager, Commercial Growth & Operations plays a critical role in maximizing profitability and growth by leading key commercial functions including pricing, purchasing support, inventory allocation, marketplace expansion, and wholesale channel development. Working closely with leadership, this role ensures products are purchased effectively, priced competitively, and distributed through the channels that generate the greatest value for the business, directly influencing revenue, margins, inventory performance, and overall business results.

Operating at the intersection of purchasing, pricing, market expansion, and channel strategy, this role is responsible for identifying and executing opportunities to improve commercial performance across both existing and emerging sales channels. The Manager, Commercial Growth & Operations will lead marketplace expansion initiatives, strengthen wholesale relationships, optimize inventory allocation strategies, and support the continued evolution of purchasing and pricing practices in a fast-moving, margin-sensitive industry.

This role combines strategic thinking with hands-on execution, driving continuous improvement through process optimization, technology, automation, and AI-enabled solutions. As LDCellular continues to grow across Canada, the United States, and Mexico, the Manager, Commercial Growth & Operations will play a key role in shaping commercial strategy, supporting business expansion, developing new capabilities, and helping build the foundation for future growth.

KEY RESPONSIBILITIES

Marketplace Expansion & Revenue Growth

Lead the evaluation, launch, and optimization of new sales channels and marketplaces to expand market presence, increase revenue, and improve inventory performance.

- Evaluate new e-commerce marketplaces, sales channels, and growth opportunities.
- Develop and execute marketplace expansion strategies across Canada, the United States, and Mexico.
- Lead the onboarding and implementation of new marketplace platforms.
- Build and maintain marketplace catalogues, listings, and channel infrastructure.
- Monitor marketplace performance and identify opportunities to improve sales, inventory turnover, profitability, and cash flow.
- Analyze market trends, competitor activity, and channel performance to support strategic decision-making.
- Collaborate with internal teams and external partners to successfully launch and grow new sales channels.
- Support strategic growth initiatives through channel diversification and market expansion.

Wholesale Channel Development

Rebuild, strengthen, and grow the company's wholesale business while developing long-term relationships with customers and partners.

- Re-establish and expand wholesale sales channels and customer relationships.
- Identify and engage former wholesale customers and develop new customer opportunities.
- Develop relationships with existing and prospective wholesale partners.
- Work closely with customers to understand product requirements, purchasing patterns, and market demand.
- Develop inventory allocation and pricing recommendations to support wholesale growth.
- Maintain ongoing communication with key accounts to support customer retention and revenue growth.
- Monitor wholesale channel performance and identify opportunities for improvement.

Pricing, Inventory Allocation & Revenue Optimization

Own pricing and inventory allocation strategies to maximize profitability, revenue generation, and channel performance.

- Own pricing decisions across all sales channels and adjust pricing in response to market conditions, inventory levels, and sales performance.
- Determine how inventory is allocated across marketplaces, wholesale channels, and geographic markets to maximize revenue and profitability.
- Monitor marketplace pricing trends and competitive positioning.
- Analyze sales performance, profitability, inventory turnover, and returns data.
- Evaluate pricing and channel allocation decisions to optimize business results.
- Collaborate with leadership on revenue optimization strategies and commercial performance initiatives.
- Report on pricing, allocation, and channel performance while identifying opportunities for continued improvement.

Purchasing & Procurement Support

Assist in the evaluation, analysis, and execution of purchasing activities, with responsibility increasing as expertise is developed.

- Support inventory acquisition and procurement activities across multiple suppliers and purchasing channels.
- Research and evaluate buying opportunities based on market data, supplier performance, product demand, and profitability.
- Analyze purchasing decisions considering margin potential, repair costs, product grading, inventory turnover, and sales velocity.
- Work closely with leadership to learn purchasing methodologies, supplier relationships, grading standards, and decision-making frameworks.
- Identify the most profitable purchasing opportunities across multiple vendors and product categories.
- Gradually assume greater responsibility for purchasing decisions as knowledge and expertise are developed.
- Support the refinement of purchasing tools, processes, and inventory management practices.

Technology, Automation & Process Improvement

Leverage technology, automation, and data-driven tools to improve decision-making, operational efficiency, and scalability.

- Identify opportunities to improve operational efficiency through technology, automation, and AI-enabled tools.
- Collaborate with internal teams to enhance pricing, purchasing, reporting, and decision-support systems.
- Support the development and refinement of tools used to evaluate inventory, pricing, and purchasing opportunities.
- Improve reporting, analytics, and performance monitoring capabilities across commercial operations.
- Drive continuous improvement initiatives that enhance scalability, efficiency, and profitability.
- Recommend and implement process improvements that support the company's long-term growth objectives.

SUCCESS MEASURES

Marketplace Growth

- Successfully launching and establishing multiple new sales channels.
- Expanding the company's marketplace presence beyond its current platforms.
- Improving inventory allocation and channel profitability.

Wholesale Development

- Rebuilding and growing wholesale sales relationships.
- Establishing a consistent pipeline of wholesale opportunities.
- Increasing wholesale revenue and partner engagement.

Revenue Optimization

- Improving pricing strategies and revenue performance.
- Providing meaningful recommendations supported by commercial analytics.
- Enhancing visibility into profitability across channels and product categories.

Purchasing Capability Development

- Developing strong knowledge of purchasing processes and decision-making criteria.
- Demonstrating the ability to support increasingly complex inventory acquisition decisions.
- Contributing to improvements in purchasing tools and processes.

SKILLS, EXPERIENCE, AND ATTRIBUTES

- Postsecondary education in Business Administration, Commerce, Supply Chain Management, Operations Management, Marketing, Finance, Economics, or a related field. Equivalent combinations of education and experience may be considered.
- Experience supporting or leading commercial operations, e-commerce, marketplace management, wholesale distribution, procurement, purchasing, inventory management, business analytics, revenue management, or related business functions.
- Experience analyzing data, evaluating opportunities, and making business decisions that impact revenue, profitability, operational efficiency, or growth.
- Experience managing projects, implementing new processes, or coordinating cross-functional initiatives.
- Experience working with technology platforms, business systems, and reporting tools.
- Experience in e-commerce, marketplace operations, consumer products, distribution, logistics, refurbishment, electronics, or related industries is considered an asset.
- Strong commercial and business acumen with the ability to make sound decisions that support revenue growth and profitability.
- Exceptional analytical, problem-solving, and critical-thinking skills.
- Ability to interpret data, identify trends, and translate insights into action.
- Strong relationship-building, communication, and stakeholder management abilities.
- Strong organizational and project management skills, with the ability to manage multiple priorities simultaneously.
- High degree of initiative, accountability, and ownership.
- Entrepreneurial mindset with a focus on continuous improvement and innovation.
- Strong technology aptitude, including the ability to leverage reporting tools, automation, and AI-enabled solutions.
- Adaptable and resourceful, with the ability to operate effectively in a fast-paced and evolving environment.
- Ability to balance strategic thinking with hands-on execution.

As a newly created position, this role offers a unique opportunity to shape and influence some of LDCellular's important commercial functions. The Manager, Commercial Growth & Operations will help drive expansion into new marketplaces, rebuild and strengthen wholesale channels, optimize pricing and purchasing strategies, and contribute directly to the company's continued growth and profitability. For a commercially minded and entrepreneurial professional, this is an opportunity to build capabilities, drive meaningful business outcomes, and grow into an increasingly influential leadership role as the organization continues to scale. Please submit your resume through the appropriate channels or directly to aj.beaudry@mnp.ca or Daniela.sanpedro@mnp.ca. We encourage you to submit your application through MNP's official process. To ensure a fair and consistent experience for all candidates, we also ask that you refrain from contacting the client or its staff directly regarding this opportunity.