



Candidate Brief for the position of Executive Vice President, Corporate Services

The Little Potato Company

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About The Little Potato Company

When Jacob van der Schaaf introduced his family to the small Creamer potatoes he remembered from his youth in the Netherlands, little did he know he would be planting the seed for culinary enrichment across Canada and the United States. Since he and his daughter, Angela Santiago, launched production in 1996, The Little Potato Company has become the universal name in Creamer potatoes from coast to coast. The family has helped Canadians and Americans broaden their already insatiable appetite for potatoes by providing little, colourful, buttery Creamers in accessible packaging at most food retailers. In its 25 years on the market, The Little Potato Company has seen this appetite – and its business – grow stronger every day.



The Little Potato Company passionately focuses only on little potatoes. Since their start in 1996, they have been the leading farmers of Creamer potatoes – highly nutritious, fully mature, and naturally delicious small specialty potatoes. Coveted by foodies and chefs alike, their proprietary colourful Creamers are available in produce sections across the U.S. and Canada. They sell them pre-washed and take special care to ensure their consistent size. They are proud to be both a family-owned company and a family-values based company dedicated to serving nutritious, convenient, and delicious little potatoes.

Core Values

Importance of Family

They are a family-based Company and since their prime support comes from their family, they encourage a healthy work-life balance. They honour the place that family has in their employees' lives.

Go Beyond

They acknowledge that employees come to them with their own experience and resources. They support and encourage their employees to go beyond what they bring, beyond what they envision they can do, and certainly beyond a mere job description. They trust in their employees' passion and creativity so that they can extend themselves not just for the company, but for themselves.

Elevate Others

They have a diverse and inclusive work environment that embraces new ideas and innovation. When they embrace one another by recognizing their skills and expertise, they contribute to an overall feeling of worth.

Down To Earth

They are approachable and recognize the common humanity of all. They do not pretend to be other than what they are. Whether they are in the office, in the plant, in the



field or with a customer they are approachable, genuine and warm.

Do What You Say

They walk the talk. Being honest and impeccable really means that they waste no time in pretending, glossing over, or making unfounded promises. They are reliable, accountable and their words communicate an actual reality.

Sustainability and Stewardship

They grow their unique Creamer potato varieties in a way that is healthy and nourishing from farm to plate.

Potatoes were once celebrated as the “truffles of the earth.” They aim to reverse the potato’s current big, bland, and boring image and return it to its former glory. They see a future where potatoes are again full of flavour, bursting with nutrition and the centrepiece of a family’s meal. It also means growing their unique varieties of Creamer potatoes in a way that is healthy and nourishing from farm to plate.

They see themselves as stewards of the environment.

They take care of the world, ensuring that the next generation finds it as good or better than when we started. If they work with our environment in a responsible way, Creamers can feed generations to come.

This starts with carefully selected farmers in both Canada and the U.S. They have longstanding relationships with growers who have similar values to theirs and who are interested in continuing to strive for better practices.

They work together with their farmers, to ensure they’re using precious farmland responsibly to get the most nutritious, delicious Creamers from the least amount of acres. To do this, they use best practices to feed and water the potato plants and maintain soil quality.

They meet or exceed all guidelines and regulations of both the U.S. Department of Agriculture and CanadaGAP™, which are among the highest standards for environmental management and food safety in the world.

They let nature grow their little potatoes. They manage pests responsibly, utilizing Integrated Pest Management. This involves rotating their crops, isolating any areas that might need pest control and only using treatments when necessary. In other words, they prefer to let nature grow their Creamer potatoes, and only control what needs to be controlled.

Their stewardship commitment carries through to their packaging, sorting, and washing facility, where they recycle all their water; capture organic waste for compost and recycle corrugated cardboard and other packaging and paper.

They take careful steps to respect the world and environment and are always looking for ways to get better, so their team and potato lovers everywhere can feel good about serving their little potatoes.



Opportunity

The Executive Vice President, Corporate Services (EVP) will be responsible for all financial, accounting, human resources, and IT functions for the organization. The EVP will report to the Chief Executive Officer and will nurture a team that will function as a 'service department' for the entire organization. The EVP will be a member of the executive leadership team, contributing to strategic and operational matters and decisions through hands-on analytical support and will contribute their voice to enhance the Company's reporting and analysis capabilities to further expand the capabilities of the Company's strategic finance function.

The EVP, Corporate Services will inherit a stable financial and operational reporting function with the systems, tools, and analytical capabilities to support the Company's continued growth. They will provide leadership to an evolving IT team and a well-functioning People & Culture group. Among the EVP's main objectives will be to leverage the current foundation to become a value-added and analytical partner ensuring business decisions are grounded in data.

Reports to: Chief Executive Officer
Location: Edmonton, AB or Madison, WI

Key Responsibilities

Strategic Planning and Leadership:

- Participate in the development of the **overall corporate strategic plan** for LPC to include both 3-year and 5-year plans, with an emphasis on the financial implications for strategy, operations, and investments.
- Provide **analytical support and advice** to the Executive Team on Financial planning, budgeting, cash flow, investment, and financial policy matters.
- Provide guidance to the Executive Leadership Team as it relates to **new growth opportunities** by developing budgets, cost implications and revenue generation potential for the business opportunity.
- Develop **the Finance** components for inclusion in the overall corporate strategic plan.
- Implement annual Finance and Corporate Services strategic plan, complete with **financial data** and performance metrics in compliance with established **annual budgets**.
- Provide leadership according to established **policies and procedures** established for Finance and Information Technology
- Provide leadership and guidance in the development and execution of **staff requirements** for executing on the annual strategic plan for Finance and Corporate Services



- Execute according to the overall corporate strategic plan as it relates to Finance and Corporate Services within the context of the company **values**.

Financial Management:

- Provide leadership for all aspects of financial activity, information and reporting for the organization as required by Executive Leadership Team, the Advisory Board of Directors, financial stakeholders, and management.
- Represent the company to financial stakeholders, including financial institutions, investors, auditors, and public officials.
- Provide leadership in the design and implementation of financial guidelines and internal controls and procedures to ensure the integrity of financial data and reporting.
- Provide leadership to management team to identify, develop and implement policies and practices to ensure compliance with industry regulations and legal requirements.
- Conduct periodic internal audits of internal controls and procedures to assess compliance levels and provide corrective action, if required.
- Provide guidance and oversight for all activities of independent auditors to ensure financial statement compliance with GAAP and federal, provincial, state, and other jurisdictional requirements.
- Provide oversight for Enterprise Risk Management activities including legal and insurance (property, casualty, liability, director).
- Participate in key customer and supplier contracts and tenders to determine terms and financial metrics, and as required, support, develop and negotiate contracts.
- Oversee the maintenance of the inventory of all fixed assets and product inventory according to established metrics related to inventory turnover and asset utilization.
- Provide leadership and direction to the management team responsible for accounts payable, accounts receivable, general ledger, treasury, as well as cost controls, expenses, and financial statement generation.
- Provide direction to financial management team as outlined in the overall company strategic plan and

development of annual business plan and associated budget.

- Provide leadership and guidance to management teams in the development of capital budget expenditures.
- Provide leadership/mentoring/training to all levels of the organization within the Finance Team.
- Ensure alignment of processes, policies and procedures, quality standards and control across entire operations as it relates to financial responsibilities.
- Oversee the hiring and training of new staff and development of a talent pipeline.
- Leadership in future financing and M&A activities, including due diligence.
- Continuous business improvement – supporter of leading-edge innovation/technologies.
- Serve as a leader for business excellence and value creation.

Information Technology

- Provide leadership and strategic oversight in the development and implementation of information technology requirements relative to the needs of the company both long-term and short-term and included in the overall company strategic plan.
- Provide leadership and strategic oversight for services related to infrastructure, software, hardware, databases, web resources, networks, and enterprise systems.
- Provide guidance to management team related to data administration and management processes for reporting purposes, such as KPI Dashboard Presentation, financial statements, and other key reports to inform key business decisions.
- Provide leadership and direction on the use of external partners – including consultants, agencies, and vendors.
- Provide leadership on directing and establishing priorities for IT projects within the company, setting technology direction and handling all the associated IT financial management and budgeting for the company.
- Provide guidance to the IT management team on the hiring, staffing, training, disciplinary and performance



evaluations for the IT Team according to existing policies and procedures within the company.

- Provider leadership and oversight of Business Intelligence Business Analytics, and Data Warehouse strategy.

First Years Deliverables

- Gain a deep and broad understanding of The Little Potato Company, its culture, business plans, mission and current business needs and drivers; establish a high level of credibility and be viewed as a key business partner and leader; solid integration into the ELT.
- Conduct a thorough review of both the IT and HR functions with the goal of ensuring robust systems,

processes, and controls to support a growing, integrated business. Ensure Finance, IT, and HR are collaboratively structured within a Corporate Services environment for overall support of LPC.

- Review and enhance the Financial Planning & Analysis function to leverage data/analytics capabilities and provide a high level of business support to the sales, marketing, and lines of business. Ensure teams have a significant visibility into the financials and that KPI's are in place to track performance against plan.
- Provide leadership in the execution of the key Finance, IT, and HR transition plans into the New Edmonton Plant. Ensure the new plant is fully operational in functional areas and the successful closure of the old plant.



The Individual

The EVP, Corporate Services will need to possess exceptional strategic, commercial, and financial acumen to support the CEO and Executive Leadership Team (ELT) as they embark on a new growth strategy. Critical to success will be a collaborative, pragmatic, and customer service-oriented executive who can bring outstanding leadership for The Little Potato Global Holding Company Inc., and its subsidiaries and affiliates (LPC). The organization is seeking a true strategic and operational advisor who can challenge the team and who will leverage data to enhance decision making in all areas of the organization.

Role Criteria

The essential and desirable criteria for the role include:

- **Accurate & Timely Reporting:** All statutory, financial statements and business reports are accurate and free from material misstatement and prepared/provided on time.
- **Audit Integrity:** Internal and External audits/regulatory examinations are completed to a high standard.
- **Leadership:** Employees are developed, mentored, and inspired to reach their potential. Ensure employee turnover continues to be minimal and employee productivity is enough to achieve functional goals and objectives.
- **Business Results:** Contributes measurably to Company achieving its annual financial and business goals.
- Strong transformational leadership capability required and a drive for continuous improvement
- Clear and concise reporting of shareholder value creation by the organization to shareholders that supports clarity of returns generated from invested capital.
- HR has a clearly articulated strategy to contribute to the organization's success by achieving its success metrics
- The skill and confidence to ask tough or strategic questions in a team-oriented and respectful manner, demonstrated through business savvy, sound

judgment, humility, innate wisdom, and ability to tactfully challenge thinking and perspective.

- Collegial and collaborative way of working with and engaging with all members of the Executive Leadership team that support teamwork and effective business outcomes.
- Communicates openly and effectively, able to build strong relationships with both internal and external stakeholders.
- Strategic thinker with proven capabilities to develop and implement strategic plans.

Education

- A post-secondary degree in Business or Finance is required. MBA considered an asset.
- Professional Accounting Designation (CPA, CMA, or CGA) an asset.

Required Experience

Key priorities for the position include:

- Minimum 15 years of finance experience combined with a minimum of 10 years executive and senior level leadership experience.
- Proven experience in elevating Finance, IT, and HR functions to be trusted advisors and partners to operations.



- Proven experience in creating the systems and processes for an elevated Finance and HR function(s).
- Minimum of 5 years' experience in providing leadership to Corporate Services, including Information Technology and Human Resources.
- A track record of successful achievements at the executive level of a company as well as directing high performing management teams.
- Strong business acumen, interpersonal and communication skills.
- Experience leading companies of 500+ employees, in multiple jurisdictions
- Multinational, with dual citizenship (Canada/US) considered an asset. Ability to travel between both countries is essential.
- Experience in process manufacturing - Fresh or CPG – considered an asset
- Proven experience in FX hedging strategies and executing multi-currency reporting for US/Canada based divisions.



Additional Information

How to Apply

To apply, please submit a comprehensive CV along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria to the partners and/or consultants listed in this document.

Your Personal Information

At Odgers Berndtson, we have always respected the privacy and the confidentiality of the personal information provided to us in context with our executive search assignments. This has been a fundamental value in building trust with our candidates and clients. We are committed to keeping your information secure and managing it in accordance with our legal responsibilities wherever we operate in the world, including the Personal Information Protection and Electronic Documents Act ("PIPEDA") in Canada.

For more information on your rights and to find out much more about how we process your personal data, a copy of our Privacy Policy is available for your review on our [website](#).

By providing us with a copy of your resume and any subsequent personal information directly or from third parties on your behalf such as references, you understand that it has been furnished with your consent for the purpose of possible disclosure to our client, who has agreed to comply with our Privacy Policy. We will not

disclose your personal information to clients without your prior knowledge and consent.

Diversity, Equity, and Inclusion

The Little Potato Company is an equal opportunity employer. In accordance with the Accessible Canada Act, 2019 and all applicable provincial accessibility standards, upon request, accommodation will be provided by both Odgers Berndtson and The Little Potato Company throughout the recruitment, selection and/or assessment process to applicants with disabilities.

Odgers Berndtson is deeply committed to diversity, equity, and inclusion in all the work that we do. As part of our efforts to better understand our ability to reach as broad a pool of candidates as possible for our searches, our DEI team would like to encourage you to take a moment and access our [Self-Declaration Form](#).

Contact Details

For a conversation in confidence, please contact:

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Candidate Charter

Talented people are our lifeblood

Whether we approach you about a specific opportunity, or you contact us to share your biography and career ambitions, we want you to have a constructive experience of engaging with Odgers Berndtson. We recognize that we have a commitment to you as well as to our client, and we undertake that our dealings with you will be professional, courteous, rigorous, and honest.

We will:

- Approach you after considered analysis and in relation to roles where we think there is a strong match. Your time is valuable; we don't want to waste it.
- Work to make your candidacy as strong as it can be.
- Represent you effectively and discreetly to our client, based on accurate information that you give us in confidence.
- Be inclusive, open, and fair-minded.
- Keep you informed, communicating outcomes promptly, and giving fair and honest feedback where we can.
- Celebrate your success in the event of a successful outcome and share any lessons in the event of disappointment.
- Take a long-term view, recognizing that you have a multi-year view of your own career. Where possible, we will help you fulfil your ambitions.
- Embrace continuous improvement, for example by carrying out regular independent audits of those we shortlist for roles.

If ever you feel we have not lived up to the letter or spirit of this charter, we encourage you to contact our Chief Operating Officer, Deborah Lucas (deborah.lucas@odgersberndtson.com).





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