

Position Title	Business Development Director, North Americas
Location	North America
Reports to	Chief Executive Officer

Summary

Greenlane Renewables Inc., headquartered in metro Vancouver, Canada, is driving change: accelerating the energy transition. We are cleaning up two of the largest and most difficult-to-decarbonize sectors of the global energy system: the natural gas grid and commercial transportation. As a pioneer and leading global specialist in biogas desulfurization and upgrading, we have been actively contributing to the decarbonization of our planet for over 35 years with more than 500 systems sold into 32 countries. We transform biogas generated from organic waste into high-value grid-ready renewable natural gas (“RNG”) from a wide range of sources such as landfills, sugar mills, dairy farms, wastewater, and food waste. Greenlane is transforming energy production and creating new, sustainable revenue streams for its customers - all while dramatically reducing carbon emissions. Join us, let’s accelerate the energy transition together.

The Business Development Director, North America is a charismatic, energetic, knowledgeable and trusted individual who is responsible for creating awareness of and interest in Greenlane’s products and services to achieve broad adoption across the market territory, maintaining strong industry and customer relationships, and developing and closing sales opportunities. This role drives sales lead generation, deep customer engagement and relationship building, industry visibility and presence, and advancement of opportunities through the sales pipeline all the way to contract signing. The Business Development Director will collaborate closely with other sales team members, most notably the Director of Sales, to advance opportunities through the sales pipeline especially in the advanced stages when extra specialist sales team resources are needed to prepare commercial proposals, structure contracts and conclude final commercial negotiations.

Duties and Responsibilities:

- Proactively identify and generate new sales leads across North America
- Build and maintain strong relationships with project developers, EPC firms, gas utilities, and landfill/WWTP operators
- Represent Greenlane at industry conferences, trade shows, and regulatory forums, and take ownership of all the necessary details for registering, exhibiting and generally participating with support from Marketing and other sales team members
- Advocate for RNG and Greenlane’s technology solutions
- Articulate Greenlane’s unique selling points and value proposition to customers, developers, channel partners, and stakeholders
- Diligently advance opportunities through the sales pipeline through to successful contract signing
- Understand market drivers and customer requirements and effectively communicate these internally to Product Management and executive leadership to drive innovation and maintain market leadership
- Work closely with Sales Engineering and the Sales Director to shape early-stage scope and positioning
- Maintain strategic partner ecosystem and referral networks
- Use CRM effectively to manage leads, pipeline activity, and sales plans, including tracking pipeline generation metrics and lead conversion rates
- Pursue sales opportunities that maximize profitability and long-term strategic value for Greenlane and its customers

- Extensive travel required within North America

Strategic Activities:

- Educate stakeholders on RNG market drivers (LCFS, RINs, tax credits, carbon markets)
- Position Greenlane as a trusted technology partner early in project development
- Develop multi-level engagement strategies within target accounts
- Identify market gaps and emerging opportunities

Essential Skills:

- Deep knowledge of North American RNG markets and incentive structures
- Strong industry network and relationship-building capability
- Ability to articulate value proposition in early-stage project development
- Strategic thinking and opportunity shaping capability
- Strong presentation and public speaking skills

Education & Experience:

- Post-secondary degree in Business or Engineering preferred
- 15–20+ years business development experience in biogas, RNG, CHP, or renewable energy markets
- Demonstrated success generating qualified pipeline opportunities and collaborating with team members to advance to successful closure
- Strong project developer and EPC customer network preferred
- Proven ability to advance complex energy projects

How to Apply:

We are an equal opportunity employer and invite applications from all qualified individuals. To be considered for this role please apply through the Greenlane Renewables page on LinkedIn and attach your resume. While we thank all interested candidates only those who are short-listed will be contacted.