

Position Title	Commercial Director, North America
Location	Vancouver, BC (preferred)
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 355 systems supplied into 28 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 Commercial Director, North America is a charismatic and energetic senior leader who will lead sales and marketing of Greenlane's biogas desulfurization and upgrading products in the United States and Canada, driving profitable revenue growth, market presence, and customer engagement. This role provides cohesion and leadership on all commercial matters — sales, marketing, business development, and customer/partner relationships having responsibility for pricing and gross margin performance for Greenlane's North American Systems business.

Duties and Responsibilities:

- Proactively identify, develop, and close sales opportunities across North America, expanding Greenlane's leadership position in the RNG market.
- Build and maintain strong relationships with customers, developers, utilities, EPC partners, investors, regulators, and industry associations.
- Collaborate closely with Greenlane's engineering, service, operations, and project execution teams to ensure a seamless transition from prospecting through quoting, contract signing, and into project execution and parts and service.
- Partner with Finance to develop and manage annual budgets, rolling forecasts, and long-range commercial plans for the region.
- Act as Greenlane's senior commercial representative in industry associations, conferences, and regulatory forums throughout North America.
- Provide regional leadership and cohesion for the North American commercial team, ensuring alignment with global functions including sales, product management, service, and finance.
- Understand market drivers and customer requirements and effectively communicate these internally to Product Management and executive leadership to drive innovation and maintain market leadership.
- Articulate Greenlane's unique selling points and value proposition to customers, developers, channel partners, and stakeholders.
- Use CRM effectively to manage pipeline activity, maintain sales plans, and drive opportunities through the full sales funnel.
- Pursue sales opportunities that maximize profitability and long-term strategic value for Greenlane and its customers.

- Manage commercial proposals, budgets, and tender processes where applicable.
- Lead commercial negotiations, contracts, and strategic partnerships.
- Maintain weekly and monthly reporting of sales activities, pipeline, and forecast accuracy.
- Drive regional marketing initiatives, participate in industry trade shows and conferences, and seek speaking opportunities to strengthen Greenlane's brand.
- Maintain strong relationships with existing customers and implement a structured key account strategy to ensure long-term customer success.
- Extensive travel required within North America.

Strategic Activities:

- Advocate in favour of RNG. Educate stakeholders.
- Promote the unique and compelling benefits of RNG as a solution for two of the most difficult to decarbonize sectors – commercial transportation and the natural gas distribution network.
- Develop multi-level communication interconnection points and relationships between Greenlane and our customers and prospective customers.
- Understand the client's desired outcome and decision-making process.
- Work with field service team to build new business opportunities through contacts with existing clients.

Essential Skills:

- Strong presentation skills in front of individuals and groups in both informal and corporate settings.
- Deep knowledge of North American renewable energy markets, regulations, and government incentive structures (e.g., LCFS, RINs, tax credits). Ability to work both individually and within the framework of a team to win business profitably.
- Ability to quantify and communicate a value proposition using financial analysis considering all influencing factors such as CAPEX, OPEX, incentives, tax credits, etc.
- Track record of establishing positive customer relationships and sales success in the United States.
- Proficiency in planning and coordination of complex activities throughout the sales cycle, bringing creativity and ability to think on your feet.
- Extensive existing network of relationships in the RNG industry is a plus.

Education & Experience:

- Post-secondary degree, preferably in Business or Engineering is considered an asset.
- A minimum of 10+ years of experience as a Sales Leader in the biogas upgrading, CHP or renewable energy industry with a proven track record of generating strong revenue.
- Strong understanding of traditional and emerging sales channels.
- Excellent communication and team player skills.
- Ability to think creatively and innovatively.
- Familiarity with the latest trend and technologies in the biogas upgrading business.

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.