



Commercial Analyst

Pure Sunfarms is a vertically integrated, large-scale, low-cost supplier of high-quality cannabis to the Canadian adult recreation market, headquartered in Delta, BC. As a 50/50 joint-venture of Village Farms and Emerald Health Therapeutics, Pure Sunfarms is backed by one of North America's leaders in high-tech greenhouse growing.

We are trail blazing this industry with some serious clout – and by serious, we mean a 30-year track record of operating mega-scale greenhouses. We are led by a team of seasoned executives along with a team of cultivation experience from around the world. Let's just say - we are building and operating on a whole new level.

Working closely with a cross-functional team that includes sales, finance and supply chain, the Commercial Analyst is a key role that maintains and analyzes data to uncover new insights and opportunities and support key decisions for the adult-use cannabis business. Reports on sales performance and leads in the preparation of the sales forecast: providing information that will be used for both short- and long-term production planning, financial planning and strategic sales forecasting. Additionally, the Commercial Analyst will collaborate with customers and external partners to manage data and information needs.

ESSENTIAL FUNCTIONS

- Gathering data through multiple sources, both internal and third-party, to conduct sales and product analysis.
- Measuring, monitoring and reporting on performance as part of weekly and monthly routine management
- Evaluating sales trends and performance to draw actionable conclusions to maximize opportunities
- Preparing and presenting, where requested, sales analysis for customer meetings
- Preparing additional, ad hoc analysis requested by the sales, marketing, or teams
- Calculating key performance metrics; establish benchmarks and drive performance and efficiency of the retail portfolio including retail P&L performance
- Building and maintaining analytical models in support of key decisions around plan, forecast and other strategic decisions
- Continuously improving tools, process, data sources, data quality and analytical methods, provide software and solution recommendations

We work in a fast pace environment, rolling up our sleeves to build something bigger than ourselves. Other duties may arise from time to time/most of the time and as a team, we look to support each other.

YOUR BRAND YOUR STORY

We already know you love working with data and forecasting, but we want to know more about your strengths. You're good at the following:

- Bachelor's degree in Business, Commerce, Economics or similar
- 5+ years of sales reporting, analytics and forecasting experience within a CPG environment
- Experience in the retail space, most notably in inventory management and wholesale models
- Excellent communication and collaboration skills with the ability to influence decision making
- Ability to dive into deep analysis while maintaining sight of strategy goals and objectives
- Experience developing and presenting reports for stakeholders from account managers to senior executives
- Knowledge of complex applications of MS Excel is a must
- Builds strong business relationships with the team and across functional departments
- Demonstrated ability to quickly adapt; maintain focus, with a high degree of accuracy while working with complex data in an environment of changing priorities and requirements
- Self-starter, who works independently, takes responsibility and demonstrated integrity
- Must have the ability to obtain and pass a RCMP Criminal Record Check and maintain security clearance.