



Position Profile

High Liner Foods

Position: President & CEO
Department: Executive
Division: Corporate
Location: Portsmouth

Position Summary:

This position reports to the Board of Directors, through the Chairman.

The Chief Executive Officer leads the company in order to achieve the Vision of leadership in frozen seafood North America and above average returns on assets for North American food companies. The incumbent leads the company's efforts in developing and implementing strategic plans to increase the value of the company for its shareholders, to satisfy the demands of its customers and consumers and to develop a supportive work environment for its employees.

Dimensions:

Sales:	US\$1.3 Billion
Employees:	1,500
Active processing plants:	4
Assets:	US\$680 Million

Environment:

The Company operates in the North American food business, with global seafood procurement. The Company is the largest frozen seafood company in Canada. It has a dominant position in the Canadian market with its High Liner, Mirabel and FPI brands. It is the leading supplier of frozen seafood to the U.S. food service market with its FPI, Viking, Icelandic® Seafood brands. The Retail division is a leading supplier to the supermarket and Club channels, under the High Liner, Fisher Boy and Sea Cuisine brands. Major challenges include the supply and prices paid for raw material and ingredients, delivering organic growth, competition and customer consolidation. The incumbent must leverage the Company's strengths and is accountable as follows:

Specific Accountabilities:

To improve shareholder value by increasing earnings per share, growing the business and earning a Return on Assets Managed in excess of the cost of capital.

To ensure that all regulatory requirements regarding good disclosure are met, and by providing investors with the information they need to ensure the Company's common stock trades at its proper multiple of earnings to share price.

To successfully acquire competitors in accretive transactions that are in line with the Company's Vision.

To work with the Board of Directors and the Management Committee to ensure that proper Strategic Thinking occurs in the Company and that specific Breakthrough Goals are deployed throughout the Company.

To ensure that the Company has the people, training, accountability and compensation necessary to achieve the Company's goals as noted above. This includes making sure that employees understand and respect the Company's values: Customer focused, Innovative and Responsible, as well as the Code of Conduct.

To serve as a Director of the Company and on its Executive Committee.

To improve the value of the Company's brands through growth, marketing support, communication and quality assurance.

To enhance and defend the Company's reputation and regulatory environment through participation in trade associations, government relations and public appearances.

Job Specifications:

The skills and education required to perform the job include experience in general management, knowledge of the food and seafood industry, extensive personal contacts within the global seafood industry, a university education, leadership and communication skills, the analytical and problem-solving skills necessary to deal with a challenging business environment, and the ability to lead and manage rapid change. The incumbent should have 3 to 5 years experience in either a CEO or COO role in a seafood or consumer products company. A proven track record of profitable growth is a definite requirement.