



Where ideas work

**General Manager and Chief Executive Officer
BC Liquor Distribution Branch
Ministry of Agriculture and Food
Burnaby, BC**

(This position is eligible for flexible work arrangements, such as a hybrid work combination of in-office and work-from-home)

Salary Range \$230,400 to \$279,000

The BC Liquor Distribution Branch (LDB) is one of two branches of government that provide oversight for the beverage alcohol and non-medical cannabis industries in the province. The LDB is responsible for the wholesale distribution of liquor and cannabis and operates the retail brands BCLIQUOR (BCL) and BC Cannabis Stores (BCCS).

The LDB is committed to government's goals of making life better for people in B.C., improving services, and ensuring a sustainable province for future generations. The revenue generated by the LDB helps fund essential public services like health care, education, and community programming.

The General Manager & CEO (GM & CEO) provides strategic, commercial, and operational leadership to one of British Columbia's largest retail and wholesale enterprises. Reporting directly to the Deputy Minister of Agriculture and Food and a member of the Ministry Executive, the GM & CEO is legally responsible for administering the *Liquor Distribution Act (LDA)* and the *Cannabis Distribution Act (CDA)*. The position oversees the end-to-end wholesale distribution of beverage alcohol and non-medical cannabis across the province, alongside of the public retail banners – BCLIQUOR and BC Cannabis Stores.

The ideal candidate will possess a university degree in business, public administration or related discipline and extensive managerial and supervisory experience. This candidate will have experience in a senior executive role in a large performance-focused retail and wholesale organization with responsibilities for leading change in a complex setting. Additionally, this candidate will have substantial

experience working within, or closely interacting with, the public sector, Crown corporations or heavily regulated industries.

A complete role description and listing of qualifications is below. The appointee will be required to consent to a criminal record check.

The BC Public Service is committed to creating a [diverse workplace](#) to reflect the population we serve and to better meet the needs of our citizens. Consider joining our executive team and being part of an innovative, inclusive, and rewarding organization.

To apply please email a clear and concise cover letter and resume in one document (.pdf) to Executive Recruitment at: Executive.Recruitment@gov.bc.ca by October 19, 2026. Please note the application document must be in .pdf format. Email Executive Recruitment if assistance is needed. Thank you to all who express interest.

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Organization Description

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Job Overview

The General Manager & CEO (GM & CEO) provides strategic, commercial, and operational leadership to one of British Columbia's largest retail and wholesale enterprises. Reporting directly to the Deputy Minister of Agriculture and Food and a member of the Ministry Executive, the GM & CEO is legally responsible for administering the *Liquor Distribution Act (LDA)* and the *Cannabis Distribution Act (CDA)*. The position oversees the end-to-end wholesale distribution of beverage alcohol and non-medical cannabis across the province, alongside of the public retail banners – BCLIQUOR and BC Cannabis Stores.

As part of the LDB's wholesale distribution system, the GM & CEO oversees and leads four warehouses and distribution to over 10,000 liquor wholesale customers and over 450 cannabis wholesale customers and the LDB's retail network includes close to 200 BCLIQUOR stores and close to 40 BC Cannabis Stores across the province. The GM and CEO also oversees the LDB's head office complex and its operations.

As one of the world's largest liquor retail and wholesale distribution operations. The LDB generates in excess of \$4 billion in revenue, contributing more than \$1 billion in revenue to the province, representing the third largest source of provincial revenue aside from direct taxation and gaming. The GM & CEO's strategy, oversight, leadership and decisions impact all parts of British Columbia's beverage alcohol and cannabis industries and their many stakeholders.

The LDB, through legislation (TB 4/96) operates with a high level of autonomy from central agencies; therefore, the position of GM & CEO is required to maintain in-house expertise in the areas of purchasing, financial reporting, facility maintenance, information services and payroll systems, as all of these operate independently of government's central agencies.

In addition to accountability for meeting revenue targets established through consultation with Treasury Board, the GM & CEO operates at the critical, high visibility intersection of policy, social responsibility, stakeholder relations and commercial enterprise. Unlike a traditional chief executive, the LDB's GM and CEO is tasked with a unique dual mandate: driving commercial excellence across a \$4 billion public wholesale and retail system while meticulously upholding social responsibility, harm reduction, and policy priorities. The position must translate government mandate and priorities into functional, stable operational tactics that meet the needs of the organization's diverse customers and stakeholders.

Operating under intense public, media and political scrutiny, the GM & CEO balances the needs of successful liquor and cannabis industries, with the mandate to generate vital revenue to fund B.C.'s essential public services. The LDB is a highly visible organization that is involved in extensive negotiations and communication with, and is subject to, pressure from suppliers, industry association, public interest groups, other levels of government, its union and suppliers.

The position deals with Public Service central agencies at an executive level, municipal governments, other Provincial liquor distribution agencies, and federal government departments in the context of international trade agreements, interprovincial trade agreements, retail and distribution business arrangement, Customs and Excise legislation, illicit alcohol and proposed legislative changes.

Accountabilities

- **Legislative Execution:** Serve as the administrator with sole statutory responsibility for executing and enforcing the LDA and CDA across B.C.
- **Government Relations:** Act as the principal advisor to the Minister, Deputy Minister, and Treasury Board on the operational, fiscal, and legal impacts of proposed regulatory and policy changes.
- **Strategic and Commercial Leadership:** Provides strategic leadership of an organization of over 5,000 employees spanning retail, wholesale and corporate. Oversees a complex, public wholesale and retail commercial business generating more than \$4 billion in revenue in a manner that satisfies the needs of all customers and stakeholders across the province.
- **Mandate Implementation:** Oversees the achievement of the provincial government revenue goals for the organization while translating provincial mandate letters and broader policy goals and priorities into long-term strategic plans that meet the needs of the LDB's diverse customers and stakeholders.
- **Stakeholder Relations:** Serve as the primary conduit between the LDB and its diverse and competing industry advocacy groups, balancing the commercial interests of all customers and stakeholders with the LDB's mandate and objectives.
- **Supply Chain Management and Modernization:** Direct the governance and strategic operations of high-throughput wholesale distribution centres, ensuring optimal inventory turns, labour utilization and freight efficiencies. Oversee the operational continuity of a network serving thousands of wholesale customers (bars, restaurants, private and public retail stores).
- **Retail Network Oversight:** Direct the governance and strategic operations of the retail store network, ensuring consistent execution of business objectives while adapting to changing market, customer, and community needs.
- **Business Continuity Planning:** Ensure the resilience of the provincial liquor and cannabis supply chains against systemic disruptions, including climate events, labour disputes, cybersecurity breaches, trade uncertainty, and global shipping crises.

- Indigenous Relations: Proactively advance the province's Declaration on the Rights of Indigenous Peoples Act (DRIPA) by collaborating with government and other ministries to develop economic, retail and wholesale programs that support and protect First Nations communities.
- Social Responsibility: Directs the development and delivery of programs focused on social responsibility and public safety in the consumption of beverage alcohol and non-medicinal cannabis; works with a variety of partners and stakeholders to enhance programs and strategies which encourage responsibility and moderation in the consumption of beverage alcohol and non-medicinal cannabis.
- Media and Crisis Communications: Act as the high-profile public face of the LDB, delivering transparent, authoritative communications to the media and public during labour negotiations, supply shortages, or regulatory and policy changes. Exemplify and present the LDB's responsible and professional image to the people of British Columbia.
- HR & Executive Leadership: Provides executive leadership to a diverse workforce of over 5,000 employees, including within a unionized environment represented by the BCGEU, fostering a culture of safety, inclusivity and high performance. Oversees the ongoing training and development of executive staff and participates in the development of communications and training initiatives directed toward enhancing the effectiveness of executive as they pertain to the Senior Executive Team's defined role in the strategic overall management of the LDB. Leads a professional, knowledgeable and innovative executive team capable of delivering on the LDB's mandate.

Special Requirements and Working Conditions

- Successful completion of a criminal record check.
- Ability to work, in addition to core business hours, for extended periods of time.
- Ability to travel throughout BC for extended periods of time; may be required to travel nationally and internationally.

Position Requirements

The BC Public Service is committed to a workplace that is representative of the diversity of the people of British Columbia and facilitates services to public we serve.

Education and Experience:

- A university degree in business, public administration or related discipline and extensive managerial and supervisory progressive experience; and/or an equivalent combination of experience, education, and training.
- Significant progressive senior leadership experience, including executive management steering a large-scale, highly complex commercial or public sector organization.
- Significant experience leading a diverse team of executives: strategic planning, goal setting, change management, driving profitability, supporting stakeholders and developing team members.

Recent, related experience must also include:

- Experience in a senior executive role in a large performance-focused retail and wholesale organization with responsibilities for leading change in a complex setting, including a high degree of tact and diplomacy, and balancing government mandate and priorities.
- Substantial experience working within, or closely interacting with, the public sector, Crown corporations or heavily regulated industries.
- Proven capability to operate under strict statutory frameworks, with the ability to translate legal acts (such as the LDA and CDA) into sound operational policies and processes.
- Demonstrated experience reporting directly to Government Ministers, a Board of Directors or Cabinet. Must have a proven history of managing high-visibility files under intense media, public and political scrutiny.
- A proven history of supporting strong relationships between an organization and diverse stakeholder groups, including industry associations, private-sector operators, public health advocates and government ministries.
- Direct, meaningful experience collaborating with First Nations communities and leaders to support economic opportunities, aligned with frameworks like the Declaration on the Rights of Indigenous Peoples Act (DRIPA).

- Experience developing, evaluating, and implementing strategic and operational policy and procedures.
- Experience with managing large operational and capital budgets.

Knowledge:

- Comprehensive knowledge of the LDA and CDA and their accompanying provincial regulations.
- Deep understanding of the BC government and governance, including the roles of the Treasury Board, Cabinet, Ministry, mandate letters, and the public accountability frameworks governing the BC Public Service.
- Comprehensive and working knowledge of an executive leadership role and responsibilities to ensure consistency, service, customer and stakeholder relations, employee and staffing challenges in a large, complex, multi-unit, geographically diverse retail and wholesale business public sector organization.
- Detailed knowledge of social responsibility frameworks and principles, and public health mandates related to the retail sale and wholesale distribution of controlled substances.
- Thorough understanding of wholesale pricing matrices, import customs, federal excise taxes, container recycling and deposit networks and provincial markup structures.
- Comprehensive knowledge of collective bargaining processes and grievance procedures within a heavily unionized public environment.
- Thorough knowledge of the competitive dynamics, operational realities and economic pressure facing the provincial beverage alcohol and non-medical cannabis industries.

Skills and Abilities:

- Broad, enterprise view of business and varying degrees of appreciation for strategy, processes, and capabilities, enabling technologies, and governance with an ability to recognize structural issues within the organization, functional inter-dependencies and cross-silo redundancies. Demonstrated ability to develop and implement modern frameworks for managing enterprise-wide change, leading business process reengineering, and building corporate cultures rooted in equity, diversity and inclusion.

- Strong executive leadership, and strategic planning skills with the ability to prioritize and simultaneously direct the execution of multiple, complex priorities.
- Ability to simultaneously manage multiple, complex, and often evolving implementation priorities; delivering to time, scope and quality expectations.
- Excellent ability to facilitate dialogue and resolution of complex issues with a wide variety of stakeholders, including senior executives.
- Excellent written and oral communication skills; strong presentation/facilitation abilities.
- Demonstrated ability to establish and maintain professional working relationships with internal and external clients.

Competencies

To achieve government's **Vision**, the ADM must position and structure their organization to maximize its effectiveness. Executives practice **Strategic Thinking** in translating the vision to goals and strategies and support their accomplishments through facilitating and leading change.

ADM's model **Integrity and Authenticity**, building a culture of trust, integrity, risk taking and creative thinking in the organization through demonstrating personal integrity, using feedback to self improve, following through on commitments and acting consistently with the espoused values and culture of the organization.

In **Leading People**, ADM's must motivate, empower and lead employees to accomplish goals and objectives, rewarding high performance, promoting empowerment and developing their employees, providing opportunities for growth, and managing issues with their organization.

To **Champion Diversity and Inclusion**, executives must create and uphold an organizational culture that prioritizes inclusivity and culturally competent behaviours. As individuals, they act with curiosity and humility to understand, respect and embrace the visible and non-visible parts of individual and collective identities such as abilities, beliefs, cultures, ethnicity, experiences, gender, perspectives, styles, and values. As leaders, they make sure diversity, equity and inclusion practices are embedded in organizational policies, programs, and

processes, and hold themselves and other leaders accountable for related outcomes. Executives are passionate about shaping, guiding, and providing inclusive and collaborative leadership on Reconciliation initiatives, strategies, and legislation.

In **Interpersonal Relationships**, executives ensure that they are enhancing the organization's relationships partners. This includes building strategic alliances, managing conflicts among different parties, negotiating to derive optimum solutions, and effectively communicating ideas, analyses and proposals.

BC Public Service Leadership Expectations

- Be a model and advocate of the BC Public Service Values and Standards of Conduct in professionally serving government to the highest ethical standard.
- Be an active enabler of innovation and engagement as keys to maintaining and enhancing public trust and confidence.
- Demonstrate foresight and understanding of our modern, digital context to better service citizens.
- Be proactive, resilient, and nimble, taking thoughtful, calculated risks.
- Be biased to action and removing unnecessary complexity to deliver the best possible service and outcomes for citizens.
- Act to improve the corporate capacity, capability, and commitment of the public service.

The professional values of the BC Public Service
Courage, Teamwork, Curiosity, Service, Passion, Accountability
Always with integrity