

**Work Hours:** Full-time  
**Location:** Hybrid remote work environment  
**Salary:** \$235,000 base + package

**Chemistry Consulting has been retained by Coast to Coast Experiences to recruit for a Chief Financial Officer to join their growing organisation.**

Coast to Coast Experiences (CTCE) is a vertically integrated, tourism focused business ready to change the industry through a vision of sustainability, social purpose, and creativity.

Founded in 1984, Gray Line Westcoast Sightseeing began as a family business delivering guided tours onboard minibuses. Today, with operations across Vancouver, Seattle, and Niagara Falls, CTCE create remarkable experiences with this wide range of products for over 250,000 guests from all over the world.

Proudly working towards a greener and more sustainable future, adding electric buses and boats is the primary step to achieve CTCE's goal of becoming the first tourism-experience business operating with a fully electric fleet.

Gray Line Westcoast Sightseeing and Gray Line Niagara Falls-Buffalo anchor CTCE in two of the most recognized tourism destinations in the world, solidifying CTCE's interest and expertise in key tourism markets in Canada and the USA.

CTCE continue to work with agility to identify prospects in the market with ambitions for growth and continued expansion through future acquisitions and opportunities.

### **Position Overview**

A new opportunity exists for a talented financial and operational leader to join the organization as part of the Executive Team in the role of **Chief Financial Officer (CFO)**.

Reporting to the President, the CFO will shape, build and support the strategy for the evolution and growth of this entrepreneurial-oriented business. The position directs the overarching financial leadership and strategy in addition to supporting the business with fundraising, investor relations and effective risk management.

The ideal candidate for this role is a dynamic, strategic, collaborative leader who can add value across a number of functions, and who, like the rest of the team, is not afraid to roll up their sleeves in support of the organization's common purpose of *sharing remarkable experiences together*.

The role presents a significant opportunity to join a dynamic and ambitious executive team with assured aspirations for growth.

### **Responsibilities include:**

- Drive the company's financial planning
- Perform risk management by analyzing the organization's liabilities, operations, and financial objectives
- Decide on investment strategies by considering cash and liquidity risks
- Control and evaluate the organization's fundraising plans and capital structure
- Ensure cash flow is appropriate for the organization's operations

- Supervise all finance personnel including accounting managers and analysts
- Prepare reliable current and forecasting reports
- Set up and oversee the company's finance IT system
- Ensure operational compliance

**Qualifications & Experience:**

- Proven experience as CFO or within comparable financial leadership role
- In depth knowledge and experience with fundraising and investor relations
- Experience and understanding of corporate financial law and risk management practices
- Excellent knowledge of data analysis and forecasting methods
- A strong understanding of IT/IS systems and appreciation of its potential impact on the business
- CPA designation required. MSc/MBA a plus
- Experience in an entrepreneurial environment an asset

CTCE believes in and supports work/life balance and hybrid working opportunities. CTCE's corporate office is located in downtown Vancouver, with stunning views of the North Shore Mountains and Waterfront.

This is a unique opportunity to join an organization that has been recognized for its commitment to people, planet and profit. CTCE work with United Way on the Social Purpose Innovators program, are committed to having a 100% clean-energy fleet, and plan to continue to build a profitable business through the lens of sustainability.

To apply to this position, please submit your resume and cover letter to [careers@chemistryconsulting.ca](mailto:careers@chemistryconsulting.ca)

We thank all applicants for their interest; however only those selected for interview will be contacted.