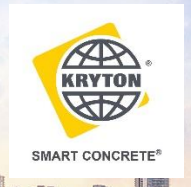


EXECUTIVE BRIEF

Kryton International Inc.



THE OPPORTUNITY

Kryton International, a highly respected and successful global innovator in concrete waterproofing and durability solutions, is seeking a new global sales leader for its line of specialized industrial products. Reporting directly to the President and CEO, this C-suite role holds a vital seat at the executive table and plays a central part in driving the continued upward trajectory of the company in a sector with outstanding growth potential.

Kryton is seeking a high-caliber executive to join our global headquarters in Vancouver, Canada, as Vice President, Global Sales. This mission-critical position will lead a high-performing international sales organization that currently serves customers in over 40 countries. With our current VP preparing for retirement following a tenure of dedicated leadership, we are poised for a seamless leadership transition. This moment presents a unique opportunity for an experienced and visionary leader to build on our strong momentum, bring fresh strategic perspective, and further elevate Kryton's market position globally.

**Lead Strategic Growth
at a Concrete
Waterproofing Company
in Vancouver**



The Vice President, Global Sales will be responsible for defining and executing a forward-looking global sales strategy that aligns with our next phase of growth. As a key member of the executive team, this leader will play a pivotal role in forecasting and delivering on Kryton's ambitious growth targets, while ensuring operational excellence in all regional markets. Beyond strategy, the role demands a hands-on, people-first leadership approach—developing talent, inspiring performance, and instilling a results-driven, values-aligned sales culture across our international footprint.

This appointment comes at a time of extraordinary opportunity in our sector. Kryton has long been recognized for its leadership and innovation in the concrete waterproofing industry. Now, global macroeconomic and environmental trends are creating powerful tailwinds. Climate change is driving demand for durable, watertight infrastructure, and investment in sustainable construction and green building practices is accelerating—particularly across North America and Europe. These forces present a unique inflection point for the business. The incoming VP will be instrumental in positioning Kryton's solutions as essential to long-term durability, resilience, and sustainability on a global scale.

We are looking for a leader who combines strategic acumen with disciplined business execution, someone who can both lead from the front and cultivate excellence in others. Success in this role will require navigating the complexities of diverse global and North American markets while advancing a culture of high performance, customer value, and continuous improvement.

This is not just a senior sales role—it is an opportunity to help shape the future of an industry and define the next era of growth for one of its most respected brands.

THE IDEAL CANDIDATE

As an inspiring leader of global distribution and direct sales teams, you have achieved your successful track record by developing leadership and drive across your sales management team. Your relationship skills are exceptional, as is your strategic selling ability. As a contributor to an executive leadership team, you understand what it takes to create and maintain trust within a cohesive team. You are collaborative, highly responsive, and accountable to your peers in support of the vision and strategy, while modelling the values with employees and customers across the globe. You are a great listener and communicator.



The ideal candidate is a strategic thinker with a proven track record in international B2B sales. You are a builder of teams and a mentor who thrives on helping others succeed. With global experience and cultural fluency, you bring a strong sense of integrity, a disciplined work ethic, and sound judgment. Above all, you are passionate about guiding sustainable expansion while developing people and creating enduring value for clients and the organization.

You understand the complexities of marketing innovative building products into diverse international markets with unique requirements. You thrive on working creatively with Marketing, Technical Services, and Operations teams to conceive, implement, measure, and adjust sales strategies to increase revenues through distributor networks and direct sales channels. As a strong negotiator with a competitive spirit, you know how to get it done.

WORLD CLASS ORGANIZATION



Kryton International Inc. has been waterproofing concrete structures with its proprietary Krystol® technology since 1973 and is the inventor of the crystalline waterproofing admixture. It has won awards for innovation, manufacturing, best place to work and entrepreneurial awards. In 2017, Kryton acquired Cementec Industries and is now distributing Hard-Cem®, an integral (not surface applied) concrete hardener for increased abrasive and erosive wear resistance of ready-mix concrete, precast concrete and shotcrete. Kryton is also now the only manufacturer of silica fume products in

Western Canada. It is an active member of the American Concrete Institute, International Concrete Repair Institute, American Shotcrete Association and many other thought-leading organizations. Kryton exports its products to over 40 countries worldwide.

Kryton's concrete waterproofing success can be seen around the world – from Singapore's Marina Bay Sands, Asia Pacific's largest integrated entertainment and casino complex, to Las Vegas' City Center, to many buildings in Vancouver's own False Creek, and Plaza Carso in Mexico City, Kryton has been an integral element in defining construction projects around the world. For more information about Kryton's global projects, visit <https://www.kryton.com/projects/>.

With offices in Canada, Singapore, the US, India, China, the UK and the UAE, Kryton has worldwide distribution networks to export to 48 countries. Today, Kryton offers a wide-range of residential and commercial concrete products for waterproofing concrete, concrete repair, surface applied waterproofing, construction joints and details and restoration and protection. (<http://www.kryton.com/products>)



THE HIRING MANAGER

Kari Yuers, FACI, GCB.D, President and CEO. As President and CEO of Kryton International Inc., Kari Yuers brings over 30 years of global leadership experience in the construction and manufacturing sectors. Under her direction, Kryton has grown from a family-founded enterprise into a globally recognized brand with offices and distribution in over 40 countries. Kari is known for fostering a high-performance culture centered on innovation, accountability, and purpose-driven growth.



Kari is a trailblazer in the concrete industry, credited with defining the category of integral crystalline waterproofing. Her contributions have earned her prestigious honors, including the Ernst & Young Entrepreneur of the Year Award, Fellow of the American Concrete Institute (FACI), and the Influential Women in Business Award. She also serves as Chair of the ACI International Advisory Committee, where she advances global collaboration and technical leadership in concrete science.

Kari's leadership philosophy is grounded in continuous improvement, cross-functional collaboration, and developing resilient teams. She is deeply invested in cultivating future leaders and brings a strong emphasis on mentorship, strategic clarity, and long-term impact. Candidates joining Kryton under her leadership can expect to work in an agile, mission-aligned environment that values innovation, ownership, and results.

In addition to her executive role at Kryton, Kari plays an active role in the business community. She previously held leadership positions with the Leadership and Management Council of BC and the Premier's Women's Economic Council. Currently, she is a member of High Impact Lab CEO Forums, she is a Governor for the Greater Vancouver Board of Trade, and a Board of Directors member for Export Development Canada (EDC). She is a frequent speaker on corporate growth, leadership, and building effective business ecosystems.

THE COMPANY ENVIRONMENT



We are more than just a company to join — we are a family. Our culture is deeply rooted in teamwork, passion, integrity, and expertise. We work hard and we play hard. In 2024, our entire global team came together in Puerto Vallarta, Mexico to celebrate achieving our company goals — a testament to the camaraderie and shared purpose that defines us.

At Kryton, we believe in pulling in the same direction. Across departments and territories, our team works collaboratively toward common corporate goals, knowing that when we succeed together, we're rewarded together. Employees

are eligible for annual profit-sharing bonuses ranging from four to five figures, reflecting the collective impact of our shared efforts.

We operate with an open-door policy and embrace cultural differences, proudly celebrating national holidays and employee birthdays across our global locations. We take the time to recognize and celebrate our people — especially those who have been with us for 10, 20, or even 30 years. Tenure and commitment are valued and honored.

We prioritize performance and purpose, but never at the expense of connection and collaboration. As one employee recently noted on Glassdoor: "Kryton is a company where you feel like your voice matters. The culture is transparent, supportive, and inclusive." Another Indeed review reads: "Great people, great leadership, and a shared sense of pride in the work we do. It truly feels like a second family."

With a footprint spanning over 40 countries, we combine global reach with local insight and empower our leaders to make a meaningful impact.



VANCOUVER AS A HOME BASE

Located between the mountains and the Pacific Ocean, Vancouver offers a lifestyle that is both dynamic and livable. The city is celebrated for its natural beauty, multicultural vibrancy, and inclusive community. It is a family-friendly destination, with world-class healthcare, education, and safety that make it an exceptional place to call home.



Vancouver also offers a rare blend of professional opportunity and personal well-being. The region is renowned for its work-life balance, with access to stunning green spaces, lush forests, and scenic trails that appeal to fitness enthusiasts and nature lovers alike. The city enjoys mild winters with light snowfall and vibrant, sun-filled summers that allow for year-round outdoor activity. Its fusion of global cultures contributes to a rich culinary scene and a spirit of inclusivity that makes newcomers feel at home from day one.

EXECUTIVE PACKAGE

We offer a highly competitive executive compensation package designed to attract top talent and reward long-term success. This includes a competitive base salary, variable pay tied to the achievement of performance targets, and a profit-sharing and growth bonus plan available to the executive team.

In addition, the package includes extended health benefits, a retirement savings plan with employer-matched contributions, and vacation leave. We also offer unlimited sick days to support employee well-being, a physical fitness subsidy to promote a healthy lifestyle, and an additional company-designated holiday on Boxing Day, in addition to all statutory holidays.

Executives also benefit from a comprehensive critical illness plan tailored to senior leaders, ensuring financial protection and peace of mind during unexpected health challenges.

Our flexible working schedule supports work-life integration, empowering executives to lead effectively while maintaining balance and personal wellness. This role also provides meaningful global exposure, travel opportunities, and the chance to contribute to strategic decisions that shape the future of the organization.

NEXT STEPS

We are excited to explore your interest in this opportunity. If you align with our values, vision, and the global nature of this role, we invite you to begin a conversation with us by emailing your resume and cover letter to people@kryton.com