

**Position Details**

Compensation: \$66,950 CAD annually

Work Schedule: 37.5 hours per week

Location: Full-time at Forbidden Bike Company head office, Cumberland, BC. Regular travel within Canada required.

Reports To: COO

Probationary Period: 3 months

About Forbidden Bike Company

Forbidden Bike Company was founded in 2018 with a simple goal: build the bikes we actually want to ride. We are a premium mountain bike and e-mountain bike brand based in Cumberland, BC — one of the most iconic trail towns in the world. We are small, and our size gives us the freedom to move fast, make deliberate decisions, and never compromise on what matters. We don't follow mass market trends. We answer to riders. If you're drawn to brands with a clear point of view and a refusal to be ordinary — you'll fit right in here.

Position Overview

We are looking for a Territory Sales Lead to own Forbidden's Canadian market. This is a relationship-driven, execution-focused role responsible for managing and growing our national dealer network, supporting direct-to-consumer sales, and representing Forbidden in the Canadian riding community.

You will own the full sales cycle — from building dealer relationships and managing seasonal bookings, to supporting sell-through, training retail staff, and providing commercial insights back to the business. This role reports directly to the COO and works closely with Operations, Marketing, and Customer Experience (CX) to ensure our Canadian channel is well supported and growing.

The ideal candidate is a self-starter with genuine roots in the mountain bike community, a proven ability to build trusted relationships, and the commercial acumen to drive results in a lean, fast-moving environment.



Responsibilities include (but are not limited to):

Territory & Dealer Management

- Own the Canadian dealer network, build and manage relationships with both existing and prospective accounts nationally.
- Drive achievement of seasonal and annual revenue targets across B2B dealer and B2C direct channels.
- Manage the full sales cycle including seasonal booking, reorder support, and ongoing account coverage.
- Ensure territory product assortment aligns with market demand and brand priorities.
- Support dealer onboarding, ensuring new accounts understand Forbidden's product range, brand standards, and CX expectations.

Sell-Through & Account Support

- Conduct regular reviews with accounts to monitor inventory health, sell-through performance, and margin.
- Coordinate merchandising tools, promotions, and field support to maximize retail success.
- Deliver product training to dealer staff to build brand knowledge and drive confident selling.
- Identify and escalate dealer support needs to the CX team proactively.

GTM Execution

- Execute seasonal GTM programs, ensuring Canadian accounts receive timely product, pricing, and marketing materials.
- Coordinate with Marketing on campaign deployment, event activation, and community initiatives within the Canadian market.
- Support product launches including preorder execution, dealer training, and floor representation.

Market Insights & Reporting

- Provide clear, actionable insights on channel performance, competitive dynamics, and consumer trends to the COO.
- Track and report key territory KPIs including bookings, account coverage, inventory balance, and sales velocity.
- Deliver accurate demand insights and forecasts in partnership with Operations and Finance.

Cross-Functional Collaboration

- Work closely with CX to ensure exceptional rider and dealer support is delivered consistently across Canada.
- Partner with Operations to align supply and logistics to channel requirements and seasonal timelines.
- Ensure consistent and timely communication flow between field and HQ.



Brand Representation

- Represent Forbidden at retailer clinics, industry events, races, and regional activations across Canada.
- Uphold brand positioning and product standards, ensuring a premium experience at every dealer and consumer touchpoint.
- Support demo days, community events, and race activations as required.

General

- Work safely and professionally at all times while representing Forbidden.
- Attend internal meetings, planning sessions, and industry events as required.
- Perform other reasonable tasks in support of business needs as directed by the COO.

Who You Are

- Proven experience in a territory sales, account management, or brand sales role — ideally within the bike, outdoor, or action sports industry.
- A genuine mountain biker with deep roots in the Canadian riding community and an authentic understanding of the culture.
- Proven ability to build and maintain trusted relationships with specialty retailers and dealers.
- Commercially minded — comfortable with sales targets, forecasting, and performance reporting.
- Self-directed and comfortable operating with autonomy in a lean, remote-from-HQ sales environment.
- Strong communicator — clear, reliable, and responsive with both dealers and internal teams.
- Comfortable travelling regularly within Canada for dealer visits, events, and activations.
- Based in or willing to relocate to Cumberland, BC. This role is full-time and HQ-based with regular field travel.
- Passion for Forbidden's brand, products, and approach is essential — you need to believe in what you're selling.

HOW TO APPLY

Please submit a cover letter and resume via email to: employment@forbiddenbike.com

Applications will be received until **3pm May 29, 2026**. Only those shortlisted will be notified. We look forward to hearing from you!

Some benefits to working at Forbidden Bike Company include:

- Competitive salary, commensurate with experience.
- Performance bonuses.
- Flexible working arrangements.
- Staff discount on Forbidden bikes and gear.
- A small, high-trust team that moves fast and builds things that matter.