

# WENZEL (WZL) INDUSTRIES

*Oil & Gas Division*

---

## Senior Business Development Manager — Oil & Gas

**Location:** Calgary, AB (Remote — Reporting to Edmonton HQ) | **Type:** Full-Time |

**Compensation:** Base Salary + Commission

### About Wenzel (WZL) Industries

Wenzel (WZL) Industries is a leading manufacturer and supplier of precision-engineered products and solutions serving the Oil & Gas sector. With a strong presence across North America and international markets, WZL delivers quality, reliability, and technical excellence to Directional Drilling companies and Operators alike.

### Role Summary

WZL Industries is seeking a Senior Business Development Manager to drive new business growth from the Calgary market. This is a remote, relationship-first commercial role — you will be engaging directly with decision-makers at Directional Drilling companies and Operators, building trust at the executive and procurement level, and converting those relationships into purchase orders for WZL. You will report directly to WZL's Edmonton headquarters.

This is not a field role. We are looking for someone who knows who to call, knows what matters to those people, and can have the right conversation to get WZL on the approved vendor list and keep us there.

### Key Responsibilities

- Identify, target, and engage key decision-makers — including Procurement, Supply Chain, Operations, and Engineering leadership — at Directional Drilling companies and Operators across Western Canada.
- Build and maintain a robust pipeline of active opportunities through direct outreach, relationship cultivation, and strategic account planning.
- Conduct high-level commercial conversations that position WZL's value proposition and lead to awarded business.
- Secure new vendor approvals, preferred supplier agreements, and long-term supply commitments.
- Manage existing key accounts to protect and grow revenue, ensuring decision-makers remain engaged with WZL.
- Collaborate closely with WZL's Sales and Engineering leadership to align customer needs with our capabilities and capacity.
- Keep pipeline data current and accurate in CRM (HubSpot), with clear deal stages, contact records, and forecasted close dates.
- Provide regular market intelligence on competitor activity, customer shifts, and emerging opportunities in the WCSB.
- Represent WZL at select industry events, conferences, and customer-hosted meetings where executive access warrants attendance.

## Qualifications & Experience

- Minimum 8 years of business development or commercial sales experience in the Oil & Gas industry.
- Proven, active relationships with decision-makers at Directional Drilling companies and/or Operators — this is a core requirement, not a nice-to-have.
- Demonstrated ability to open doors, build trust at the executive level, and convert relationships into awarded business.
- Strong commercial acumen — you understand how purchasing decisions get made and how to navigate that process.
- Experience managing a pipeline of concurrent opportunities with varied timelines and deal structures.
- Proficiency with CRM tools (HubSpot preferred) and Microsoft Office Suite.
- Post-secondary education in Business, Engineering, or a related field is an asset.
- Must be based in Calgary, Alberta; this is a remote role reporting to WZL's Edmonton headquarters.

## What We Offer

- Competitive base salary commensurate with experience, plus an uncapped performance-based commission structure.
- Full benefits package.
- The backing of an established, engineering-driven manufacturer with a strong reputation in the Oil & Gas market.
- Direct access to WZL's Sales and Engineering leadership — short decision-making cycles, no bureaucracy.
- A growing pipeline of opportunities with real upside in the current market environment.

## How to Apply

Qualified candidates are encouraged to submit their resume and a brief cover letter outlining their industry relationships and relevant experience to:

**Jason Conrad**

*EVP, Sales & Engineering*

Wenzel (WZL) Industries

[jconrad@wzlindustries.com](mailto:jconrad@wzlindustries.com)

---

*WZL Industries is an equal opportunity employer. We thank all applicants; only those selected for an interview will be contacted.*