

POSITION ANNOUNCEMENT: GENERAL MANAGER

Compensation: Salary Range of \$125,000 – \$135,000

Location: Seattle, Washington (in person)



Lead a Floral Cooperative with Purpose!

Seattle Wholesale Growers Market (SWGM), a farmer-owned cooperative and wholesale hub for the Pacific Northwest's most beautiful blooms, is looking for a General Manager to guide our next chapter of growth.

This is a unique opportunity for a leader who combines floral industry insight with strong business skills, a collaborative approach, and a passion for how a cooperative model can thrive in a competitive market. If you are an entrepreneurial thinker who values people, place, and purpose—and want to help strengthen a nationally recognized model of sustainable floristry—we'd love to hear from you.

About Us

SWGM is more than a floral marketplace—we're a movement. Powered by local flower farmers and a dedicated team, we connect florists, designers, and retailers with fresh, seasonal, and sustainably grown blooms from the Pacific Northwest. Guided by our core values—reciprocity, resilience, integrity, interdependence, relationships, and the power of a well-run cooperative—we're committed to building a thriving, sustainable floral economy.

Who You Are

You are a collaborative, action-oriented leader with 5+ years of business management experience, ideally with exposure to agriculture, floristry, or cooperatives. You balance relationships with sound business discipline, bringing curiosity and a willingness to listen and learn from growers, staff, and customers. You understand the challenges of seasonal crops and perishable products and are motivated to help growers succeed by building trust and driving results.

You know how to:

- Keep a cooperative mission at the center while building trust with growers, staff, and customers.
- Use data and customer feedback to guide sales growth and create new market opportunities.
- Build clear budgets, manage seasonal cash flow, and make financial decisions that strengthen member farms.
- Support and grow staff by setting clear expectations, creating systems, and celebrating success.
- Listen to and support multiple constituents with creative and collaborative problem solving.
- Adapt quickly to seasonal cycles and industry trends, staying calm, creative, and focused on long-term goals.

What You'll Do

As General Manager, you'll be responsible for the overall health, sustainability, and growth of SWGM. Your leadership will ensure that growers, staff, and customers thrive in a dynamic, values-driven marketplace. You will,

- Oversee daily operations—including logistics, facilities, and inventory—while fostering innovation in products and offerings.
- Build strong customer relationships and develop new sales and partnership opportunities.
- Visit member farms, listen closely to grower needs, and keep grower success central to every decision.
- Manage finances, balancing tight margins and seasonal flows while protecting reserves and planning for the future.
- Partner with the Board of Directors to set goals, track progress, and invest wisely in SWGM's future.
- Inspire and mentor a talented staff team with consistency and care.
- Promote SWGM as a leader in sustainable, cooperative floristry locally and nationally.

Why This Role Matters

This role isn't just about running a wholesale market—it's about stewarding a cooperative that strengthens farmers, florists, and the regional floral economy. As General Manager, you'll:

- Support family farms and florists across the Northwest.
- Sustain and grow one of the most respected farmer-owned floral cooperatives in the US.
- Leverage our gold star reputation as a pre-eminent co-operative model in the United States.
- Shape the future of local, seasonal flowers through cooperative business leadership.

Why Join Us?

- Workplace with Purpose: Be part of a mission-driven team passionate about sustainable farming, flowers, and the power of collaboration.
- Inclusive Culture: Seattle Wholesale Growers Market is an equal opportunity employer. We value all lived experiences and encourage applicants from all backgrounds to apply.
- Compensation: \$125,000-\$135,000 annually plus health insurance.

How to Apply

Send your application packet as a single PDF to SWGM@pagetwopartners.com. Applications must include:

- Cover Letter: Highlight your qualifications, experience, and passion for the floral/cooperative sector.
- Resume: Detail your chronological work history, including relevant skills and accomplishments.
- References: Provide the names, contact information and professional affiliations of four professional references. (We won't contact your references until we've cleared it with you.)

Please email us at the address above if you need accommodations during the hiring process. All applications will be kept confidential.

Timeline

The position will remain open until filled, but priority will be given to applications received by 5:00 p.m. on October 15, when the review process will begin. Interviews are scheduled to start the week of October 27.

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