

Mitchell Heiner

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PROFILE

Dynamic sales and marketing strategist with over a decade of experience driving revenue growth in competitive markets. Expert in leveraging digital tools and analytics to deliver impactful marketing solutions and foster strong client relationships. Proven track record in business development, adept at identifying emerging trends and transforming them into lucrative opportunities. Actively seeking a role where innovative marketing techniques and strategic sales planning can be applied to achieve exceptional business results.

EDUCATION

MBA
University of Oregon
EUGENE, OR, UNITED STATES

BA
University of Puget Sound
TACOMA, WA, UNITED STATES

WORK EXPERIENCE

Founding Partner
Terra Trade Consulting
01/2020 - present

Terra Trade Consulting has established itself as a leader in strategic consulting within the dynamic building materials industry since our inception in 2020. We have delivered measurable success, empowering investment firms with critical insights that have directed them to profitable investments and acquisitions in our specialized markets. Our commitment to innovation is evidenced by our integration of AI, machine learning, and advanced proprietary financial modeling, which have significantly enhanced our analytical capabilities. This forward-thinking approach has consistently provided our clients with robust, data-driven insights, enabling them to make informed, strategic investment decisions with high returns.

- **Clients ranging from Goldman Sachs, JP Morgan, Fidelity, and top Hedge Funds.**
- **Trusted consulting partner for GLG, Coleman Research, Guidepoint and AlphaSights.**

Program Director
Linqd.
01/2022 - 08/2023

As a highly regarded Sales Director, I was handpicked by a prestigious client to join Linqd based on my expertise in client management and sales growth generation. In this role, I spearheaded strategic campaign planning and execution, driving substantial sales growth for Fortune 500 clients. Overseeing a team of up to 10 dedicated professionals, I ensured the identification of new sales opportunities and the seamless execution of campaign strategies. In addition to team management, I set ambitious quarterly goals, handled P&L, resolved escalated client issues, and conducted business development outreach to grow client base.

- **Grew primary client 20% or \$10 million in incremental revenue** through omnichannel campaigns targeting prospective and existing customers.
- **Designed and executed digital campaigns** to target regions and customer segments to grow client market share.

WORK EXPERIENCE

National Product Manager Ewing

01/2017 - 05/2020

Recruited directly by Executive VP of Operations, I assumed a critical role overseeing sales worth over \$360 million, encompassing four distinct product categories. My responsibilities extended to managing vendor relationships, developing strategic programs and promotions, and coordinating operations across an extensive network of 230+ branch locations spanning 31 states. Unfortunately, my tenure at the company was impacted by staff cutbacks due to the COVID-19 pandemic.

- **Drove primary category sales \$60+ million in growth** during tenure using vendor scorecards, pricing strategies, and product launch promotions while training field staff on product positioning.
- **Increased irrigation category gross margin by 5%** through strategic negotiations on bulk buying, dating, and select SKU pricing.

Regional Sales Manager / District Sales Manager Rain Bird

05/2013 - 01/2017

As a strategic leader, I spearheaded a sales division that managed over 150 accounts, generating in excess of \$50 million in sales. I recruited and trained a high-performing sales team of five within eight months, driving a 30% increase in business development. My management of strategic partnerships across seven states resulted in significant market share expansion and revenue growth. Leveraging Salesforce CRM analytics, I innovated our sales processes, achieving an 80% boost in territory sales during the first year.

- **Grew territory 80% in the 1st year.**
- **Promoted after 1st year.**

SKILLS

- HARD SKILLS

Salesforce/Hubspot

Market Research and Insights

Digital Marketing

- SOFT SKILLS

Leadership and Team Building

Client Relationship Management

Problem Solving and Critical Thinking

CERTIFICATES

AI for Decision Making The Wharton School

12/2023

Business Analytics The Wharton School

09/2020

HOBBIES



Travel



Reading/Writing



Snowboarding



Tennis



Swimming



Running