

Kevin Hein

Sales & Marketing Management

kevinheinharrison@gmail.com • (646) 943-2937

[LinkedIn](#) • NY, US 10580

Visionary sales and marketing executive adept at spearheading strategic transformations and scaling operations within the fast-evolving tech and advertising landscapes. Renowned for driving growth at leading media conglomerates, including Meta, Facebook, Yahoo!, and CNET. Acclaimed for assembling and steering diverse and elite teams towards groundbreaking achievements. Distinguished for strategic client engagements, negotiating complex deals, and consistently eclipsing sales benchmarks. Keen to leverage innovation and operational excellence as well as signature strategies to increase revenue and enable transformative initiatives in industry.

Areas of Expertise

- Sales & Revenue Growth
- High-Stakes Contracts Negotiations
- Dynamic Team Building & Leadership
- P&L Management & Executive Sales
- Consumer Experience Optimization
- SEO & SEM Tactics
- Strategic Business Planning & Execution
- Client Relationship Management
- Business Growth/Marketing Penetration
- Integrated Media Strategy & Execution
- Crisis Resolution & Management
- Cross-functional Collaboration

Professional Experience

[NextRealm Consulting Group, New York, NY](#)

2023-Present

Principal Consultant

I lead initiatives at Next Realm Consulting Group, focusing on innovative consulting services. My responsibilities encompass business strategy development, consulting expertise, client collaboration, market research, team leadership, and delivering results-driven solutions.

[Meta, New York, NY](#)

2018 — 2023

Director | Head of Agency

Architected and spearheaded U.S. Go-to-market partnership strategy across entire Publicis holding company spectrum, achieving unparalleled growth and alignment. Oversaw most extensive holding company partnership by exhibiting management skills and fostering a collaborative working relationship. Cultivated innovative marketing strategies alongside non-advertising Business Development ventures, such as progressive commerce solutions, AR - and VR-brand collaborations, and mutually beneficial case studies (Meta + Client).

- Engineered a robust team infrastructure that streamlined strategic sales operations, culminating in the negotiation and closure of complex deals that contributed to over \$2 billion in revenue for 2022.
- Drove strategic trajectories with C-Level executives, propelling business extension leading to 25% CAGR spanning 2018-2022.
- Coordinated initiating and implementing inaugural Facebook video upfront, endorsing three consecutive years of sealed multimillion-dollar agreements.
- Enhanced employee morale and efficiency, culminating in impeccable employee retention rate up to 100%, along with commendably high management ratings from a companywide study.
- Collaborated with cross-functional internal partners across various disciplines (Product, Sales Channels, Policy, Legal, Business Planning, and Operations) to accomplish client's goals.

Meta (formerly Facebook), New York, NY
—2018

2014

U.S. Industry Lead

Steered team to record growth levels in major strategic accounts throughout Tech/Telco sector including Sprint, Verizon, LG, Samsung, and Comcast. Formulated and executed cutting-edge client strategies, resulting in unprecedented advertising revenue achievements for three consecutive years across key clients. Collaborated closely with client and company business development leaders to facilitate strategic dialogues focusing on vertical-specific custom data insights, retail strategies, and hardware integration opportunities.

- Headed team of eight professionals under Tech&Telco Head of Industry, overseeing global telecommunications and technology brands.
- Expanded revenue foundation by over 105% YoY for three successive years, achieving a run rate exceeding \$100M in 2018.
- Accomplished consistent top 1% manager ranking in semi-annual company-wide Pulse manager evaluation.

Meta (formerly Facebook), New York, NY
— 2014

2010

Client Partner -Consumer Packaged Goods, Technology and Telecommunications Industries

Assumed lead sales role, effectively managing a significant portfolio magnifying ad revenue for clientele. Performed essential functions during initial periods of social media landscape, propelling significant growth, and laying a solid groundwork for continued prosperity.

- Achieved outstanding outcomes with a remarkable 210% growth in book of business for two consecutive years, resulting in an annual revenue of \$20M.
- Crafted all-inclusive client interaction social media guidebook for entire Facebook sales team, empowering advertisers to maximize investment returns.
- Attained a groundbreaking feat by establishing three Fortune 500 technology new advertising partnerships on Facebook, effectively spearheading platform's expansion during a high-pressure pre-IPO time.

Additional Experience

CEO & Co-Founder, TWEAKTV.COM - K2 Publishing LLC, New York, NY

Strategic Account Director, Yahoo!, US, NY, New York

Regional Sales Manager, CNET, US, NY, New York

National Sales Manager, Primedia Enthusiast Media | US, NY, New York

Director, East Coast, UBMG, US, NY, New York

Further additional experience could be provided on demand.

Education

Bachelor of Arts in History

University of Wisconsin-Madison

License & Certifications

Executive MBA Training (Implementing Winning Strategies) - Columbia Business School Executive Education

The Trade Desk Edge Academy Certified: Executive Program, The Trade Desk

Certified Planning Professional, Meta

Affiliation

Marketing Council Board Member

UJA- Federation of NY, 2022 – Present