



KEVIN HEIN

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PROFILE

Executive Sales & Marketing Leader in major media companies, including Meta, Yahoo!, and CNET.

CORE COMPETENCIES

- A respected manager who brings deep experience in media strategy and execution, online display advertising, search engine optimization, print advertising, and event marketing sales.
- Trusted partner of senior management, valued for strong moral compass, dependability, and ability to quickly understand business obstacles and develop/execute strategies that get to the root of the problem.
- Collaborative, innovative problem-solver who thrives in complex situations and works cross-functionally to lead organizations through intensely changing times and drive results.
- Empathetic mentor and leader of engaged teams who empowers others to succeed.

PROFESSIONAL EXPERIENCE

NextRealm Consulting Group, New York, NY, 2013-Present

- *Principal Consultant*

Meta (formerly Facebook), New York, NY, 2010 – 2023

- *Director – Head of Agency (2018 – 2023)*
- *U.S. Industry Lead (2014 – 2018)*
- *Client Partner (2010 – 2014)*

Yahoo!, New York, NY, 2007 – 2010

- *Strategic Account Director*

CNET, New York, NY, 2005 – 2007

- *Regional Sales Manager*

Primedia Enthusiast Media, New York, NY, 2004 – 2005

- *National Sales Manager*

UBMG, New York, NY, 1997 – 2003

- *Director, East Coast*

Ziff Davis, Inc., New York, NY, 1994 – 1997

- *District Sales Manager*

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Wisconsin-Madison: Bachelor of Arts in History, 1993

Columbia Business School Executive Education: Implementing Winning Strategies, 2017

CERTIFICATIONS

Facebook Certified Planning Professional, 2018 – 2019, 2022