

Jonathan Ruest

STRATEGIC RETAIL & CHANNEL BUSINESS DEVELOPMENT LEADER

With his roots in the studio, Jonathan is a proven leader with nearly 15 years' experience driving solution-based sales.

By incorporating data, market knowledge and experience, Jonathan looks to guide businesses to take a fact-first and customer-first approach to growing revenue.

CONTACT

JonRuestAudio@gmail.com
www.JonathanRuest.com
508-642-8724
Danville, CA

EDUCATION

BOSTON UNIVERSITY
MBA – High Honors
2023

EMERSON COLLEGE
BA – Media Art: Audio Production
2010

CERTIFICATIONS

CORPORATE FINANCE INSTITUTE
Business Intelligence & Data Analyst
(BIDA)

CORPORATE FINANCE INSTITUTE
Financial Planning & Analysis Professional
(FPAP)

KETCHUM
Foundation Media Training

SKILLS

- Retail & Channel Strategy
- Omnichannel GTM Execution
- Partner Business Planning
- Retail Negotiation & Deal Structuring
- Forecasting, Financial & Sales Planning
- Cross-functional Leadership
- Executive-Level Storytelling with Data

EXPERIENCE

HEAD OF SALES & BUSINESS DEVELOPMENT – AMERICAS

NEUMANN.BERLIN (SENNHEISER GROUP)

March 2021 - Present

Own U.S. and Americas retail and channel strategy for a global premium recording technology brand, spanning brick-and-mortar retail, eCommerce, and specialty partners.

Develop partner-specific growth strategies and account plans for top retail partners, aligning assortment, merchandising, pricing, and promotional programs to drive sustainable growth.

Drive commercial planning, forecasting, and KPI frameworks supporting regional business unit growth from €12.4M to €21.6M.

Translate consumer, partner, and financial data into executive-ready narratives to inform investment decisions, prioritization, and long-term retail strategy.

KEY ACCOUNT MANAGER – NATIONAL RETAIL

SENNHEISER ELECTRONICS CORPORATION

April 2019 – March 2021

Led national account strategy for one of the largest specialty retailers in North America (Guitar Center), managing complex retail operations across hundreds of physical locations and a growing eCommerce business.

Designed and executed a multi-year turnaround strategy aligning merchandising, inventory planning, marketing programs, and supply chain execution.

Conducted deep sell-through and in-stock analysis that identified persistent out-of-stock exposure for a mature, high-velocity SKU (~14 weeks annually); restructured store assortment and inventory strategy, driving +151% YoY growth for the item and +60% overall category growth versus prior year.

AREA SALES MANAGER – SOCAL & HAWAII

SENNHEISER ELECTRONICS CORPORATION

August 2015 – April 2019

Led full-scope territory strategy for Southern California and Hawaii, the highest-revenue region in the U.S., spanning retail eCommerce, touring and rental, broadcast, post-production, theater, and professional recording markets.

Owned market development and partner enablement across a diverse channel ecosystem, including national and regional retailers, systems integrators, rental houses, and touring providers; built deep relationships with key broadcasters, theaters, post facilities, and flagship studios to drive long-term demand creation.

Drove territory growth through a balanced approach of strategic account development, integrator alignment, and hands-on field execution, translating brand positioning and product strategy into measurable revenue performance across complex, multi-segment customers.



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AFFILIATIONS

THE RECORDING ACADEMY
Professional Member

AUDIO ENGINEERING SOCIETY
San Francisco Chapter: Officer at Large

PELICAN PROFESSIONAL
Professional Photo Team Member

EXPERIENCE CONT.

CHANNEL SALES MANAGER: NORTH AMERICA

APOGEE ELECTRONICS

June 2012 – August 2015

Introduced flagship-product bundling strategy that streamlined customer purchasing and drove sustained multi-year revenue growth.

Implemented a Unilateral Marketing and Pricing Policy that aligned sales quotas and promotional goals, improving channel profitability.

Managed North American channel operations, overseeing pricing, inventory, and market insights to inform product development and commercial strategy.

ASSISTANT MANAGER

GUITAR CENTER INC.

June 2010 – June 2012

Owned in-store merchandising, layout optimization, and point-of-purchase (POP) execution across multiple product categories to improve customer journey, conversion, and revenue per square foot.

Regularly re-designed floor layouts and product adjacencies based on sales performance, customer behavior, and promotional priorities to maximize store productivity.

Partnered with regional leadership to execute national merchandising programs while tailoring in-store execution to local customer demand.

Managed daily retail operations including staffing, training, inventory presentation, and sales floor execution in a high-volume consumer retail environment.

HEAD ENGINEER

WERS 88.9FM

September 2007 – September 2010

Served as 'Live Mix' department director of Emerson College's award-winning, student-run radio station WERS 88.9FM.

Managed staffing, team development, and continuing-education programs for assistants and engineers.

Booked, planned, curated, and engineered live-to-air performances in world-class recording and broadcasting facility.

RECORDING ENGINEER APPRENTICE

STELLAR RECORDS

May 2006 – September 2006

Assisted head recording engineer and learned fundamentals of music production and session workflow.

