

# Jonathan Ruest

## SALES & BUSINESS DEVELOPMENT LEADER

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-centric approach to growing revenue.

## CONTACT

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Danville, CA

## EDUCATION

BOSTON UNIVERSITY  
MBA – High Honor  
2023

EMERSON COLLEGE  
BA – Media Arts: Audio Production  
2010

## CERTIFICATIONS

CORPORATE FINANCE INSTITUTE  
Business Intelligence & Data Analyst  
(BIDA)

CORPORATE FINANCE INSTITUTE  
FP&A Specialization

KETCHUM  
Foundation Media Training

## SKILLS

- Account Management
- Forecasting & Analytics
- Photography / Videography
- BI, CRM, Excel
- Power Query
- Leadership Development

## EXPERIENCE

**HEAD OF SALES & BUSINESS DEVELOPMENT - AMERICAS**  
NEUMANN.BERLIN  
March 2021 - Present

Operational, commercial, and business management for territory spanning North and South America comprised of 36 direct salespeople, independent rep firms and country partners.

Responsibilities include business analytics, forecasting, financial planning, strategy, market development, and marketing strategy.

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**KEY ACCOUNT MANAGER**  
SENNHEISER ELECTRONICS CORPORATION  
August 2015 – March 2021

Responsible for managing one of nation's largest key accounts (Guitar Center) in addition to responsibilities for largest revenue territory in the US (SoCal). Customers included higher education, business, broadcast, rental, recording and live performance.

Successfully conceptualized and implemented sales strategy with nations largest musical instrument retailer to navigate the COVID-19 pandemic, resulting in year-over-year sales growth.

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**CHANNEL SALES MANAGER: NORTH AMERICA**  
APOGEE ELECTRONICS  
June 2012 – August 2015

Responsible for managing North American sales channel comprised of independent and key accounts with additional responsibilities including pricing and inventory management, product development and market research.

Developed new Unilateral Marketing and Pricing policy to increase emphasis on sales quotas and marketing goals while increasing profitability.

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**ASSISTANT MANAGER**  
GUITAR CENTER INC.  
June 2010 – June 2012

Served as Pro Audio Department Manager before being promoted to Assistant Store Manager. Managed a team of 20+ store associates across all departments.

Trained new hires and resolved customer service issues.

Focused on continuing education to create learning-based work culture.