

Jonathan Ruest

SALES & BUSINESS DEVELOPMENT LEADER

With his roots in the studio, Jonathan is a proven sales leader with 13 years' sales experience in the audio industry.

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 Arts: Audio Production
2010

AFFILIATIONS

The Recording Academy: Professional Member

Audio Engineering Society: San Francisco Chapter Member

Pelican Professional: Professional Photo Team Member

SKILLS

- Account Management
- Forecasting & Analytics
- Photography / Videography
- BI, CRM, Excel
- Leadership Development
- Audio Production

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.

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.

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.

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.



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AWARDS & HONORS

Boston University High Honors

Emerson College "Greek of the Year"

Sigma Alpha Epsilon "Order of the Phoenix" award

OTHER

Founding president of Emerson College
Sigma Alpha Pi National Leadership
Society chapter

Student Chair of Emerson College Audio
Engineering Society (AES) Section

Emerson College Campus Leadership and
Professional Development Chair

EXPERIENCE CONT.

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.

Responsible for staffing, team development and cont. education curriculum for team of assistants and engineers.

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

VARIOUS

SIGMA ALPHA EPSILON FRATERNITY

September 2007 – June 2011

Held undergraduate positions including President, Treasurer, and Chapter Philanthropy & Service Chair.

- Implemented recruitment strategy that grew chapter from 17 members to 50 members.
- Developed budget and dues strategy to address prior chapter debt, resulting in net positive accounts.
- Mentored and trained regional chapters on anti-hazing best practices.

Alumnus involvement included Province Alpha Philanthropy Chair and Province Alpha Treasurer

- Wrote budgets, organized scholarships, and managed funds for 13-chapters.
 - Served on committee that governed 13-chapters in New England area.
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