

# MITCHELL (MITCH) HEINER

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## DIRECTOR OF SALES AND CATEGORY/CLIENT MANAGEMENT

*Versatile Director with a diverse and accomplished career spanning multiple industries, consistently driving growth and innovation.*

### VALUE OFFERED:

- **Experienced Director Driving Team Excellence** – Known for catalyzing high-performance teams through expert mentoring, coaching, and transparent communication. Proactively equips teams with cutting-edge business tools, fostering a culture of accountability and exceptional results.
- **Client Relationship Builder and Revenue Generator** – Skilled in cultivating enduring rapport with key decision-makers through active listening, addressing both expressed and unspoken client needs. Delivering long-term success and capitalizing on monetizing opportunities.
- **Innovative Director Fueling Client-Centric Solutions** – Forward thinking Director and technology enthusiast, consistently at the forefront of tech adoption. Collaborates seamlessly with engineers to deliver top-tier customer service, ensuring client expectations are met and exceeded.
- **Visionary leader and Profitability Catalyst** – Expertly challenging conventions to identify and implement smarter, more efficient business approaches. My track record includes driving enhanced profitability while optimizing operations for sustained success.

### CAREER EXPERTISE:

Sales Strategies | Goal Setting | Coaching and Mentoring | Team Leadership | KPI Tracking | Performance Management | Consultative Selling | Talent Acquisition | Lead Generation | RFP Responses | Presentations | Contract Negotiations | Market Analysis | Digital Marketing | Strategic Business Reviews | Data Analytics | Contract Management | CRM | Change Management | Pricing Strategies | Competitive Analysis | Prospecting | Relationship Management | Process Optimization | Market Penetration | Vendor Management | Financial Consulting | Salesforce | Marketing Automation | Artificial Intelligence

## PROFESSIONAL EXPERIENCE

TERRA TRADE CONSULTING – PORTLAND, OR

**Founding Partner** | 01/2020 – Present

*Terra Trade Consulting is a pioneering force in the realm of strategic consulting, with a specialization in the dynamic building materials industry. Since our inception in 2020, we have consistently demonstrated our value in equipping investment firms with invaluable insights, ultimately guiding them toward lucrative ventures and acquisitions in our niche markets. What sets us apart is our unwavering commitment to innovation with the use of AI, machine learning, and proprietary financial modeling. Our forward-thinking approach empowers our clients with data-driven insights, providing the essential intelligence needed to drive well-informed investment decisions.*

- **Clients ranging from Goldman Sachs, JP Morgan, Fidelity, and top Hedge Funds.**
- **Trusted consulting partner for GLG, Coleman Research, Guidepoint and AlphaSights.**

MODERN MARKETING CONCEPTS – BINGHAMPTON, NY

**Program Director** | 01/2022 – 08/2023

*As a highly regarded Sales Director, I was handpicked by a prestigious client to join MMC based on my expertise in client management and sales growth generation. In this role, I spearheaded strategic campaign planning and execution, driving substantial sales growth for Fortune 500 clients. Overseeing a team of up to 10 dedicated professionals, I ensured the identification of new sales opportunities and the seamless execution of campaign strategies. In addition to team management, I set ambitious quarterly goals, handled P&L, resolved escalated client issues, and conducted business development outreach to grow client base.*

- **Grew primary client 20% or \$10 million in incremental revenue** through omni-channel campaigns targeting prospective and existing customers.
- **Designed and executed digital campaigns** to target regions and customer segments to grow client market share.
- **Grew client sales 20%** on average from customers under management.

WEATHERMATIC – GARLAND, TX

**Regional Sales Manager** | 01/2021 – 12/2021

Recruited by VP of Sales and President. Oversee \$10+ million in sales covering 20 states through contractor and distributor partner relationships, buying programs, and promotions. Schedule partner program presentations, technical training and onsite installs to generate revenue and drive profitability for my region.

- **Grew top 5 customers 20%** utilizing pricing strategies, promotions, and training resources.
- **Increased distributor partner revenue 12%.**
- **Recruited and managed team of 5 to consistently surpass quarterly sales goals.**

EWING – PHOENIX, AZ

**National Product Manager** | 01/2017 – 05/2020

Recruited directly by Executive VP of Operations, I assumed a critical role overseeing sales worth over \$360 million, encompassing four distinct product categories. My responsibilities extended to managing vendor relationships, developing strategic programs and promotions, and coordinating operations across an extensive network of 230+ branch locations spanning 31 states. Unfortunately, my tenure at the company was impacted by staff cutbacks due to the COVID-19 pandemic.

- **Drove primary category sales \$60+ million in growth** during tenure using vendor scorecards, pricing strategies, and product launch promotions while training field staff on product positioning.
- **Increased irrigation category gross margin by 5%** through strategic negotiations on bulk buying, dating, and select SKU pricing.

RAIN BIRD – TUCSON, AZ

**Regional Sales Manager – Distribution Western U.S.** | 04/2014 – 01/2017

**District Sales Manager - Golf** | 05/2013 – 04/2014

**Regional Business Development Manager** | 09/2007 – 01/2012

Recruited into initial role, rehired after brief stint outside company, then promoted to different department after only 1 year in previous position. Oversaw \$50+ million in sales generated from 150+ accounts. Recruited and trained new team of 5 sales staff tasked to drive business development. Managed strategic partnerships in 7 states to grow market share and increase revenues.

- **Built sales team from 1 to 5 staff in just 8 months to deliver 30% business development growth;** sourced top-performing talent then provided comprehensive onboarding process that got team buy-in on company's growth goals.
- **Grew territory sales 80% in 1st year** by further extending Salesforce CRM capabilities to build pipeline of project opportunities with probability of closing / likely closing timeline and tagging key decision makers by golf course and region.

ROCKET SCIENCE CONSULTING – SAN FRANCISCO, CA

**Business Development Manager** | 01/2012 – 04/2013

Stepped into role at new start-up providing consulting for enterprise-level new on-premise, colocation, or cloud IT installations. Managed 15 clients and built \$3 million book of business from scratch. Architected entire sales life cycle for client projects from cold calling to presenting to negotiating and closing contracts. Worked in tandem with sales engineer on technical specifications and client implementations.

- **Spiked clients from zero to 8 within short period while generating brand buzz that added 20+ warm leads;** coordinated launch party to bring awareness to company brand and product offerings.
- **Stabilized company growth by hiring 2 new engineers and 1 business development managers;** continued to build business by receiving warm leads from existing customers to pursue.

## EDUCATION

**Master of Business Administration (MBA)** University of Oregon Lundquist School of Business – Eugene, OR  
**Bachelor of Arts (BA),** University of Puget Sound – Tacoma, WA

**Professional Development:**

Certificate in Artificial Intelligence, Wharton School of the University of Pennsylvania – Philadelphia, PA (2023)

Certificate in Business Analytics, Wharton School of the University of Pennsylvania – Philadelphia, PA (2020)

Product Management, Pragmatic Marketing (2017 – 2019)

7 Habits of Highly Effective People, Franklin Covey (2017)