

Mitch Heiner

Real Estate Broker

Portland, Oregon

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Professional Summary

With more than 20 years of experience advising clients, negotiating complex transactions, and delivering results, I bring a strategic, disciplined approach to every real estate decision. My background in sales, marketing, and data-driven analysis allows me to position homes effectively, identify opportunities others may miss, and negotiate with clarity and confidence on my clients' behalf. I am known for strong communication, meticulous follow-through, and protecting my clients' interests at every stage of the process. Whether buying or selling, my focus is simple: informed decisions, smooth execution, and outcomes you feel great about long after closing.

Career History

Works Real Estate | Real Estate Broker | Portland, OR

Present

- Licensed Oregon Real Estate Broker specializing in helping buyers, sellers, and investors navigate the Portland market with clarity, confidence, and strong negotiation support.
- Applies 20+ years of sales expertise, operations experience, and customer insight to deliver white-glove service and seamless transactions.
- Leverages analytical tools and market research to guide pricing, marketing strategy, and competitive positioning for listings.
- Serves customers with a client-first approach grounded in communication, transparency, and strategic decision making.

SiteOne Landscape Supply | Director of Inside Sales Strategy

Feb 2025 - Dec 2025

- Led strategic transformation of a 35-member Inside Sales organization, transitioning the team from customer-service focused to a sales-driven, revenue-producing function.
- Built training programs, scripts, talk tracks, objection-handling frameworks, and AI-supported workflows to improve outbound conversion rates and engagement quality.
- Implemented analytics, dashboards, and KPIs to enhance visibility into customer potential, lead quality, pipeline activity, and team performance.
- Partnered with regional leadership to uncover growth opportunities, improve loyalty enrollment, and increase sales lift among contacted customers.

Terra Trade Consulting | Founder & Principal Consultant

2020 - Present

- Established a specialty consulting firm supporting investment banks, hedge funds, and private equity with strategic insights into the building materials and landscape supply markets.
- Delivered deep market research, competitive intelligence, and revenue modeling to firms including Goldman Sachs, JP Morgan, Fidelity, and top-tier hedge funds.
- Served as a trusted advisor to leading expert networks including GLG, Coleman Research, Guidepoint, and AlphaSights.
- Produced analyses that shaped acquisition decisions, market-entry strategies, pricing shifts, and investment risk mitigation.

Linqd. | Program Director

2022 - 2024

- Recruited to lead strategic client growth initiatives, digital marketing optimization, and a team of up to 10 professionals.
- Generated \$10M in incremental revenue, driving 20% year-over-year growth.
- Oversaw P&L ownership, quarterly planning, escalation management, and cross-functional alignment.
- Designed and scaled regional digital campaigns that boosted acquisition and ROI.

Ewing Irrigation & Landscape Supply | National Category Manager

2017 - 2020

- Directed category strategy for more than \$360M in annual sales across four national product groups.
- Delivered \$60M+ in sales growth through pricing optimization, vendor scorecards, and promotional campaigns.
- Increased gross margin by 5% through strategic negotiations and SKU-level optimization.
- Trained field teams nationwide on product positioning and competitive strategy.

Rain Bird Corporation | Regional Sales Manager – Distribution, Western U.S.

2014 - 2017

- Managed \$50M+ annual sales across seven states and 150 distributor accounts.
- Built and scaled a sales team from 1 to 5, achieving 30% business development growth.
- Delivered 12% average annual growth through targeted rebate and channel strategies.
- Improved close rates to 75% through custom Salesforce dashboards and KPI frameworks.

Rain Bird | District Sales Manager - Golf

2013 - 2014

- Managed sales pipeline across 12 western states to drive new golf course acquisitions and retention.
- Expanded Salesforce CRM to create an opportunity-weighted pipeline, increasing territory sales by 80%.
- Established a rapid-response field team to resolve product failures, restoring client trust and securing long-term contracts.
- Negotiated on-site replacements and reimbursement solutions to convert dissatisfied customers into repeat partners.
- Led sales initiatives across multiple golf courses, achieving substantial growth in market share and establishing long-term client relationships.

Education

University of Oregon, Lundquist College of Business | MBA – Finance, Strategy, Analytics

The Wharton School | Certificate in Artificial Intelligence

The Wharton School | Certificate in Business Analytics

University of Puget Sound | Bachelor of Arts — Religion & Archaeology