

Mitchell Heiner

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PROFILE

Results-oriented Sales and Marketing Professional with over 20 years of experience driving revenue growth in competitive markets. Skilled in using advanced digital strategies and data analytics to create impactful marketing campaigns and build lasting client relationships. Proven track record in developing business growth strategies, effectively leveraging emerging market trends to boost profitability. Seeking opportunities to implement innovative marketing tactics and carefully designed sales plans to exceed revenue and margin goals.

EDUCATION

MBA
University of Oregon
EUGENE, OR, UNITED STATES

BA
University of Puget Sound
TACOMA, WA, UNITED STATES

WORK EXPERIENCE

Founder
Terra Trade Consulting
05/2020 - present

Founded in 2020, Terra Trade Consulting has swiftly become a leader in strategic consulting for the dynamic building materials industry. We have achieved measurable success by providing investment firms with critical insights, guiding them to profitable investments and acquisitions. Our forward-thinking and data-driven approach consistently delivers robust insights, enabling clients to make informed, strategic decisions that yield high returns. By leveraging industry expertise and innovative strategies, we help our clients navigate market complexities and achieve sustained growth.

- Provided consulting services to esteemed clients including **Goldman Sachs, JP Morgan, Fidelity, and top hedge funds.**
- Served as a trusted consulting partner for prominent firms such as **GLG, Coleman Research, Guidepoint, and AlphaSights.**

Program Director
Linqd.
01/2022 - 08/2023

Joined Linqd based on a proven track record in client management and sales expansion. Led strategic campaign development and implementation, driving significant sales growth for clients. Managed a dynamic team of up to 10 professionals, discovering new sales opportunities and executing campaign initiatives. Set ambitious quarterly objectives, managed P&L responsibilities, resolved escalated client issues, and led proactive business development efforts to expand our client base.

- **Achieved \$10 million in incremental revenue or 20% growth.**
- **Strategically developed and implemented digital campaigns** aimed at specific regions and customer segments, effectively boosting client market share.

National Product Manager
Ewing
01/2017 - 05/2020

Selected by the Executive VP of Operations for a key role, I managed sales

WORK EXPERIENCE

exceeding \$360 million across four diverse product categories. I cultivated and nurtured vendor partnerships, devised and implemented strategic initiatives, and led promotional campaigns. Additionally, I oversaw seamless operations across a network of over 230 branch locations in 31 states. Unfortunately, my tenure coincided with the COVID-19 pandemic, resulting in organizational downsizing and staff cutbacks.

- **Drove primary category sales growth of over \$60 million** by implementing vendor scorecards, pricing strategies, and product launch promotions, while also providing field staff training on product positioning.
- **Achieved a 5% increase in the irrigation category's gross margin** through strategic negotiations on bulk buying, dating, and select SKU pricing.

Regional Sales Manager Rain Bird

05/2013 - 01/2017

Led a dynamic sales division, managing over 150 key accounts and achieving \$50 million in sales. Within eight months, I recruited and developed a high-performing sales team of five, driving a 30% increase in regional revenue. My management of strategic partnerships across seven states significantly expanded market share and propelled revenue growth to record levels.

- **Achieved an 80% territory growth rate in the first year**, demonstrating a keen ability to drive rapid and substantial business expansion.
- **Recognized for exceptional performance, promoted within the first year** in acknowledgment of outstanding contributions in sales and leadership.

Business Development Manager Rocket Science Consulting

08/2012 - 04/2013

Joined a dynamic start-up specializing in enterprise-level IT consulting, facilitating seamless transitions to on-premise, colocation, or cloud installations. Successfully established and managed relationships with 15 clients, growing the office to a \$3 million book of business from inception. Engineered the entire sales lifecycle for client projects, encompassing strategic prospecting, delivering engaging presentations, and negotiating contracts. Collaborated closely with sales engineers to ensure alignment between technical specifications and client requirements throughout implementation.

- **Sustained growth by hiring 2 engineers and 1 business development manager**, leveraging existing relationships for ongoing expansion.

Business Development Manager Rain Bird

09/2007 - 07/2012

Led strategic initiatives to manage a diverse portfolio of over 200 accounts across Washington, Oregon, Idaho, and Wyoming. Responsibilities included product development, lead generation, sales forecasting, and new account acquisition, capitalizing on emerging market opportunities. Established and nurtured relationships with over 150 distributors, ensuring seamless distribution channels and maximizing market reach. Successfully positioned the Rain Bird brand in the Pacific Northwest.

- **Achieved a 91% conversion rate** of customers from competing brands over a 4-year period.

CERTIFICATES

Artificial Intelligence for Decision Making The Wharton School

12/2023

Business Analytics The Wharton School

09/2020