

## MITCH HEINER

13495 SW Sandridge Drive, Tigard OR 97223

503.702.6199 | [mitchheiner@mac.com](mailto:mitchheiner@mac.com) | [LinkedIn Profile](#) | [www.mitchheiner.com](http://www.mitchheiner.com)

### CAREER SUMMARY

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Highly accomplished Sales/Business Development Manager with over 20 years of diverse experience across industries. Skilled at establishing new sales clients and nurturing existing accounts. Demonstrates ability to add value and formulate advanced technology solutions that meet business needs. Motivated and results-driven with extensive track record of managing large and highly successful sales offices with multiple employees. History of leading sales accounts toward greater performance and significantly increased profitability. Excellent communicator and leader seeking business development role.

- Highly effective at leading staff and collaborating with multiple stakeholders to achieve/exceed organizational objectives.
- Solutions oriented professional with superior record of delivery from small tactical releases to large strategic projects.
- Specialize in cultivating relationships with senior management, high-level business leaders and internal/external audiences.
- Vast experience in negotiating, conflict resolution, strategic planning, lead generation, and public speaking.
- Thrive in dynamic environments requiring a strong analytic, quantitative, strategic, and operational focus.

### AREAS OF EXPERTISE

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|------------------------|---------------------------|---------------------------|
| • Business Development | • Leadership              | • Recruiting              |
| • Networking           | • Presentation Skills     | • Employee Sales Training |
| • Product Development  | • Strategic Planning      | • Marketing               |
| • Sales Management     | • Lead Generation         | • Results                 |
| • Negotiating          | • Conflict Resolution     | • Operations Management   |
| • Financial Analysis   | • Relationship Management | • Brand Awareness         |

### SELECTED ACCOMPLISHMENTS

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- Managed over \$360MM worth of business over 220 locations in 31 states. Developed programs, promotions and positioning strategies resulting in 20% growth during my tenure as the National Irrigation Product Manager at Ewing Irrigation and Landscape Supply.
- Managed over \$150MM worth of business distributed across 150+ accounts as Regional Sales Manager of the Western US for Rain Bird Corporation. Supervised team of 5 to grow market share and drive sales. In initial role as Contractor Manager, positioned Rain Bird brand in Pacific Northwest, creating 91% conversion rate of customers from competing brand.
- Grew client base by 33% within 6 months for Rocket Science Consulting, Technology and Design.
- Launched new medical device nationwide while managing sales efforts of 20 direct reports at Pharmanex. Resulted in increased market share and 450% growth in revenue.
- Trained, managed and motivated a team of 80 sales representatives and 3,500+ optical accounts nationwide while National Sales Manager for Oakley Incorporated. Resulted in increased sales of 24%.

### PROFESSIONAL EXPERIENCE

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#### Ewing Irrigation and Landscape Supply

Phoenix, Arizona

*National Irrigation Product Manager*; January 2017 – April 2020

- Oversaw \$360MM categories of Irrigation, Drainage, Tools and Pumps.
- Managed vendor relationships, programs and promotions in over 230 branches across 31 states.
- Developed product pricing, planograms and positioning strategies to drive sales.
- Helped grow category sales over \$60MM during my tenure.

#### Rain Bird Corporation

Tucson, Arizona

*Regional Sales Manager - Distribution Western US*; April 2014 – January 2017

- Oversaw \$150MM+ worth of business spread over 150+ accounts. Recruited and trained 5 direct reports to drive sales.
- Managed strategic partnerships in 7 states to grow market share and increase sales.
- Utilized Salesforce CRM solutions to build brand value and uncover new markets.
- Lead biweekly Skype conference calls and travel with team to provide mentoring on closing deals.

**Rain Bird Corporation****Tucson, Arizona***District Sales Manager - Golf*; May 2013 – April 2014

- Managed over \$15MM annually and drove strategic partnerships in 12 states to grow market share and drive sales.
- Built value by delivering advanced technology solutions to the domestic golf market.
- Spearheaded project pipeline and distribution channels for region. Grew territory 80% over previous year.

**Rocket Science Consulting, Technology and Design****San Francisco, California***Business Development Manager*; August 2012 – February 2013

- Oversaw new strategic partnerships and managed existing clients in the Portland, OR market. Grew client base by 33%.
- Managed all aspects of sales process. Determined targets, made cold calls, conducted onsite presentations, crafted proposals and delivered solutions that drove results.
- Demonstrated strong presentation skills and ability to connect with stakeholders ranging from C – level suites to all other levels of organization.

**FileWave USA, Software****Wil, Switzerland***Business Development Manager*; January 2012 – August 2012

- Oversaw new account acquisition in 12 states for both education and enterprise opportunities.
- Managed all aspects of sales process. Determined targets, made cold calls, conducted onsite presentations, facilitated software evaluation, and closed sales. Grew territory revenue by 28%.

**Rain Bird Corporation****Tucson, Arizona***Business Development – Contractor Manager*; September 2007 – January 2012

- Managed 200+ accounts in Washington, Oregon, Idaho, and Wyoming.
- Developed products, generated leads, forecasted sales, acquired new accounts, and trained new sales representatives.
- Established and maintained relationships with over 150 distributors.
- Positioned Rain Bird brand in Pacific Northwest market, creating 91% conversion rate of customers from competing brand over 4 year period.

**Pharmanex, Medical Devices and Nutraceuticals****Provo, Utah***Director of Business Development*; October 2005 – September 2007

- Coached, managed and inspired team of 20 external sales representatives, which introduced new medical device (Biophotonic Scanner) and nutraceuticals to healthcare professionals nationwide.
- Penetrated new market by connecting with optometrists, chiropractors, dentists, clinical nutritionists, cosmetic surgeons, medical spas, and health food stores.
- Directed lead generation, new account acquisitions, sales representative recruitment, training of sales staff, marketing, and product promotion. Grew revenue over 450% during tenure.

**Oakley Inc.****Foothill Ranch, California***Rx Sales Manager*; May 2001 – September 2005

- Managed and trained team of 80 external sales representatives handling 3,500+ optical accounts nationwide. Resulted in sales increase of 24%.
- Developed and implemented account sales incentive programs and direct marketing campaigns to drive new business.
- Traveled throughout United States, training optical accounts in key markets to ensure doctors and staff were recommending brand. Increased market share by 18% and revenue by 24% for Oakley Rx division.

**EDUCATION****University of Puget Sound****Tacoma, Washington***Bachelor of Arts in Religion*; May 1999

- Graduated #1 in field of study

**Universidad de Granada****Granada, Spain**

- Took Spanish classes; June 1999 – June 2000

**Israel Antiquity Authority****Jerusalem, Israel**

Study Abroad in Archaeology; Summer of 1998 and 1999