

# Heath Chestershire

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## Sales & Marketing Manager

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### Business Development • Consultative Sales • Revenue Generation

Performance driven and forward-focused **Sales & Marketing Manager** with a client-centric approach. Bottom-line enthusiast with the ability to apply comprehensive understanding of key business, economic and cultural factors integral to identifying opportunities and target markets; providing tactical business solutions vital to growth and profitability. Demonstrated success developing and maintaining strong business relations with key clients. Adept at streamlining a productive work environment conducive to delivering the highest standards of professional excellence. A visionary leader, highly trained and resourceful with an extraordinary capacity to produce stellar results in a fast-paced, ever-changing sales environment, managing priorities with ease while exceeding both professional and personal goals and objectives.

#### - Areas of Expertise -

**Customer Relationship Management • Sales Planning & Forecasting  
Creative Marketing • Contract Negotiation • Account Development  
Team Leadership • Staff Management • Employee Training**

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### PROFESSIONAL EXPERIENCE

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#### THE NIELSEN COMPANY, DENVER, CO

2009 – Present

*Nielsen is a leading global provider of information and insights into what consumers watch and buy.*

#### Sales Manager

Manage and direct a team of 30 sales representatives and \$11.5m in annual sales. Responsible for maintaining 35+ accounts throughout the eastern US & Canada worth \$25M in total annual revenue. Service three of the company's top five most valuable accounts. Search for and procure reputable channel partners to promote quality products and services.

#### KEY ACHIEVEMENTS:

- Achieved 23% territory revenue growth and reached 110% of sales projections in 2014.
- Sold the largest purchase order at the time (\$4.5M) in company history.
- **Broker Network Consolidation** – Analyzed the existing commission structure, identified opportunities to make changes, and worked to achieve consolidation within the broker network.
  - Saved company \$80k annually through a significant reduction in the commission rate.
- **Seasonal Marketing Program** – Developed a program for seasonal marketing needs; created an eye-catching program, developed incentives, and implemented a marketing approach designed to create sell-through.
  - Obtained a \$5M order; deal recognized as the largest order in company history.

#### MELITTA NORTH AMERICA, BOULDER, CO

2007 – 2008

*Melitta produces, sells, and markets coffee filters, single-serve coffee and non-electric coffee preparation products.*

#### Vice President of Sales & Marketing

Directed 20-person global sales and marketing team with \$10M annual sales quota. Prepared a \$500K+ annual operating budget including employee salaries, marketing expenses, and travel and entertainment for tradeshow. Increased brand exposure by creating branding materials, including digital and print marketing campaigns.

#### KEY ACHIEVEMENTS:

- Generated \$4M in revenue after orchestrating the launch of a private label program to 2,200 retail chain outlets.
- **Field Installation Program** – Developed a revenue-producing field installation program; partnered with field consultants, contractors, and architects to identify technical specifications and product installation processes.
  - Experienced a 12% revenue increase per project after program implementation.
- **Product Category Rebranding** – Overhauled and rebranded an existing product category; collaborated with outside web firm to develop new graphics, logos, and marketing materials.
  - Led the rebranding effort from start to finish, and concluded project \$10K under design budget.

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**SYSCO, BROOMFIELD, CO**
**2002 – 2007**

*Sysco is an American multinational marketer and distributor of foodservice products.*

**Director of Sales & Marketing**

Led day-to-day Sales & Marketing activities and maintained responsibility for reaching \$46M in division revenue annually. Managed a team of 10 Sales & Marketing staff internally; worked with a network of six broker agencies comprised of 35+ Salespeople. Prepared a \$2.5M budget including salaries, bonuses, co-op funds, marketing materials, trade shows, T&E, samples, and promotional materials.

**KEY ACHIEVEMENTS:**

- Created aggressive sell-through programs, led the way with new product development, and delivered 12% year-over-year sales growth.
- Instilled brand loyalty and boosted product visibility among 600+ enrolled distributors by creating a self-funding Dealer Program.
- Generated \$8M in sales within two years after successfully negotiating and securing distribution of several key new products across multiple channels.

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**ADDITIONAL EXPERIENCE**


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**BESTOP, BROOMFIELD, CO**
**1999 – 2002**
**Key Account Manager**

*Performed revenue-generating activities for 100 distributors nationwide; averaged 9.7% increase in sales revenue year-over-year. Created sell-through programs, attended trade shows, and achieved new product distribution.*

**BIC CORPORATION**
**Multiple Locations, 1994 – 1998**

*Worked for a \$400M consumer products company; won awards, earned performance-based promotions, and achieved immediate and lasting results for the organization.*

**Zone Manager**
**Buffalo, NY, 1996 – 1998**
**Assistant Zone Manager**
**Syracuse, NY, 1995 – 1996**
**Retail Sales Representative**
**Cleveland, OH, 1994 – 1995**


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**EDUCATION**


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**Master of Business Administration in Marketing**

*University of Denver, Denver, CO*

**Bachelor of Arts in Economics**

*Wittenberg University, Springfield, OH*

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**PROFESSIONAL DEVELOPMENT**


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Certified Professional Sales Person (CPSP) – National Association of Sales Professionals

Top Ten Selling Skills of Elite Salespeople (2015) – Asher Strategies

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**PROFESSIONAL AFFILIATIONS**


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Member – National Association of Sales Professionals

Member – Sales and Marketing Executives International