

REUEL HEYDEN

Testimonials



Chris Cooney

Marketing &
Communications Leader

September 1, 2015, Chris
worked with Reuel but at
different companies

I have worked with Reuel for almost five years on marketing and communications for FastMed, a company that has grown from nine locations to a leading national urgent care company with nearly 100 locations over that time. Reuel is able to understand business and marketing strategies, and develop and execute tactics across multiple marketing channels. He's professional, trustworthy and great to work with. [See less](#)



Ossie Alvarez

CEO at Paladin Services of
South Florida

July 16, 2015, Ossie worked with
Reuel in different groups

I have known Reuel Heyden now for about 8 years since working with him at Urgent Cares of America and Fast Med. Reuel is a great and talented guy who is hardworking and has experience in the C-suite, strategic planning, integrated marketing, leading departments, networking, building win-win relationships and creating process development tools and tool kits for PR marketing, advertising, social media and grassroots marketing. I highly recommend him to any Organizations in need of a guy like Reuel and the types of Services he provides.

[See less](#)



Bruce Bair

Physician Assistant and
coach to PAs and those
wanting to be PAs

October 12, 2013, Reuel worked
with Bruce in the same group

Reuel is 100% committed. He is well organized, solicits ideas from the front line and implements the best of them while keeping everyone affected in the loop. He does this in a fast paced growing organization that stretches everyone but he remains calm and likeable.

Working with him is a pleasure. It helps that he is excellent at what he does. [See less](#)



Kirk Weber

Regional Sales Manager at
FM:Systems

July 21, 2015, Reuel was a client
of Kirk's

Reuel is one of the most dedicated and passionate people I have ever met as it rates to his profession in the marketing arena and to the company (FastMed) he works for. Reuel is a very effective business leader.

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**Tony Arnold**

Managing Director at
Engage Media
Communications

September 9, 2015, Reuel
worked with Tony in the same
group

Reuel is a passionate, articulate communicator. He knows how to identify the audience and craft the message that connects and moves them. He's the consummate PR professional.

**LeJon Poole**

Vice Chairman Of The
Board(Continuing Care) at
Trinity Health (HQ Michigan),
Program Director at
Campbell University

October 1, 2013, LeJon worked
with Reuel but at different
companies

Reuel has been an invaluable asset to me and the students that I teach and lead. He has helped me on several occasions place students in internships, sometimes at the last minute, and has always been gracious towards the University. He has a great knack for detail and organization and I greatly value the partnership that we have. The success of FastMed is a testament to the work ethic of Reuel and others in that organization. [See less](#)

**Meredith Blalock**

Director of Communications
and Marketing at Campbell
University College of
Pharmacy & Health
Sciences

June 6, 2011, Meredith worked
with Reuel but at different
companies

Reuel and I have worked together on the North Carolina Public Relations Society of America's Board of Directors for more than three years. He is an exceptional board member, communicator and colleague. Reuel is detail oriented, level-headed and hard working. He accepts challenges and faces them head-on. He is clever and intelligent. I am proud to know Reuel and pleased to be able to recommend him. [See less](#)

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Mel Lee

CMO Eastern Region
FastMed 2010 to 2016

November 24, 2015, Reuel
worked with Mel in the same
group

I am writing this letter to recommend Mr. Reuel Heyden who has been senior director of communications and marketing at FastMed.

Mr. Hayden came to fast med four years ago and has performed a remarkable job as the marketing specialist. He has been instrumental in developing our marketing strategy and is quick to learn and very dynamic.

Me. Heyden Is passionate about his work. He is willing to take on new challenges and responsibilities. He is quite capable of doing the job of several people. His performance has been remarkable and impressed all of us.

I'm confident that Mr. Heyden will be a valuable asset to your company as he has been two ours. Please feel free to contact me if you desire additional information. Yours sincerely
Dr. Mel Lee chief medical officer North Carolina fast med [See less](#)



Ahana Muth

Sales, marketing, events,
community relations and
advertising specialist

April 19, 2013, Ahana reported
directly to Reuel

Reuel Heyden has an extraordinary ability to successfully research and develop new marketing initiatives that target various demographics on a national level while sustaining the integrity of preexisting initiatives that are region specific. He works to pinpoint the needs of investors, senior management and individual clinics to obtain and sustain growth goals that breed mutual profitability for all. As an employee of Reuel's, he taught me how to use and evolve my existing skills in a new (to me) vertical market which made the crossover feel seamless. Reuel consistently offers a personal and professional touch to every initiative he puts forth. He is thoughtful and thorough and does not waiver from this anthem no matter the pressure or stress. He is without a doubt a wonderful person, inside and out. [See less](#)

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Scott Coldagelli

Vice President, Business Development & Strategic Accounts at Verdesian Life Sciences

December 2, 2019, Scott managed Reuel directly

Reuel is one of the most motivated people I have ever worked with. He is a true self starter that takes initiative and is always raising his hand to take on new tasks and challenges that help move the company forward.

His skills include project management, marketing communications and digital strategy. His execution from concept to development to deployment is second to none. His work as NUE University Chair is a great example of that.

[See less](#)



Tim Book

Technical Sales Specialist at Verdesian Life Sciences

December 13, 2019, Tim was senior to Reuel but didn't manage directly

Reuel contributes greatly to our team and our results. Of the many strengths, Project Management is an area of success. Identifying all required components to achieve sales goals, objectives and results with his leadership our Western Cornbelt launched 3 new products. We initiated new customer exposure, gaining trial yield results and orders which significantly contributed to our bottom line and the profitability of our farmer customers. By ensuring adequate resources were available our team had more confidence to introduce novel solutions in a difficult selling environment. Reuel is a creative thinker with a can do attitude. We are better today due to his leadership and positive attitude. [See less](#)



Augusto Meneses

Vice President, Sales & Product Development Latin America at Verdesian Life Sciences U.S. LLC

November 26, 2019, Augusto was senior to Reuel but didn't manage directly

Reuel is wonderful to work with, and has an exceptional expertise in marketing. He's dedicated, self-motivated, methodical, critical thinker and very capable. Reuel is a inspiring team player, hardworking and very versatile. Thank you for your contributions and loyalty Reuel.