

TWO DECADES OF SUCCESS

Serving organizations, their customers, employees, and their mission through marketing.

Driving Value, Profitability and Growth Through Brand Marketing Differentiation

I bring a proven track record of driving substantial revenue growth and building impactful marketing strategies across diverse industries, from driving billion dollar growth at Nufarm, to leading a rebrand to realize a 650% sales increase at Verdesian, to leading FastMed to become the second largest US urgent care network with \$81 million in revenue.

ABOUT REUEL HEYDEN

Born and raised in California,
a son of an immigrant father,
loving husband, devoted
father, driven personality,
experienced professional,
team player, and lifetime
learner.

I love what I do,
and do what I love.



Reuel Heyden

BY THE NUMBERS

Results speak louder than words.

20 YEARS

OF PROVEN B2B & B2C INDUSTRY EXPERIENCE

\$2 - 6 MILLION

BUDGET MANAGEMENT AT VERDESIAN & NUFARM

\$1 BILLION

GROSS REVENUE MARK CONTRIBUTOR

80,000

INDUSTRY CONTACTS CRM DATABASE WITH 400
ANNUAL ENGAGEMENT TOUCHPOINTS

30,000

PUBLIC SECTOR CONTACTS REACHED &
15,000 NEWSLETTER RECIPIENTS

- Dynamic, versatile, nimble, self-driven
- Diverse and broad technology skillset
- Local, regional, national and global marketing, brand building and cross functional collaboration
- Hands-on individual management and marketing team management
- Budget and resource management experience
- Successful omni-marketing experience across diverse industries

UNIQUE

Differentiators

- Healthcare
- Engineering
- Biotechnology
- Life Sciences
- Agribusiness / Agtech
- Commercial Development
- Association Management
- Public Sector
- Commercial Development

INDUSTRY

Diversity in many segments that have highly specialized, technical, regulated, and evolved marketing.

SOCIAL ENGAGEMENT

Relationship building,
information sharing.

2,913

Linkedin followers

1,100

X followers

600+

Posts annually

EXPERIENCE

with large, national, global, multi-million
and billion-dollar organizations.



VERDESIAN

 **nufarm**

FastMed 



Morrisville
Live connected. Live well.

qualtrics^{XM}

BRAINSHARK

docebo[®]

everbridge[®]

Constant
Contact

iContact


mailchimp

EXPERTISE

that is deep and wide inside and
outside of the marketing stack
of solutions to drive awareness,
demand, engagement, and loyalty.

 buffer

 Hootsuite[™]

 craft cms


WORDPRESS


GRANICUS


Google Ads

 Google
Analytics

 

 salesforce
marketing cloud

HubSpot

 sproutsocial

 Basecamp

 slack

 Office


CONNECTIONS

with leading organizations providing leading industry training, as well as the profession and community commitment.



**AMERICAN MARKETING
ASSOCIATION**



**American
Heart
Association®**

THANK YOU

I look forward to serving you!

919.697.0487

reuel.heyden@gmail.com

reuelheyden.com

ENGAGE