#### STANTON HEISTER

9373 Prairie Clover Dr.

Colorado Springs, CO 80909

Cell: 919-302-4747

Email: sheister@coloradomesa.edu

##### Summary of Qualifications

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| 1. Instructor – ILT, Blended | 1. Product Marketing | 1. Consultative Sales Skills |
| 1. Learning Strategy/Metrics | 1. Product Management | 1. Interpersonal Skills |
| 1. Organizational Development | 1. P&L/ Budget Mgt | 1. Presentation Skills |
| 1. Project Management | 1. Sales Strategy | 1. Business Development |
| 1. Marketing Metrics | 1. Market Research | 1. Marketing/Planning |

##### Achievements

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| * **Outstanding Performance Teradata Stock-Option Award** | 2009 |
| * **Bottom Line Impact – Sales MBA Program** | 2006 |
| * **Broadreach Arc Award – Outstanding Achievement** | 2000 |
| * **Crystal Team Excellence Award – DAT Connect** | 1997 |
| * **Presidents Club - ADP** | 1990 and 1991 |

***Professional Experience***

* Product Marketing Management, Planning, Budgeting and Forecasting
* Marketing Research/Strategy
* Managing “Learning 2.0” organization change project
* Managing the deployment and delivery of training to the global Teradata sales audience
* Learning metrics dashboard and analysis
* Driving strategic direction of the global learning organization through Performance Consulting, Customer Interaction and Management
* Manufacturing Production Supervision and Process Control
* Managing both domestic and international associates
* Lead major sales planning strategy/execution events worldwide & trained sales teams on sales execution with large international companies in industries such as Manufacturing, Telecommunication, Banking/Financial, Retail, Travel and Transportation etc.
* Designed, Developed and Delivered sales skill courses in a variety of formats including Instructor Lead, Blended Learning, Distance Learning, and WBT
* Project management of large IT projects using Life Cycle Methodology tools/processes
* Excelling in the area of Sales and Management

**EDUCATION**

### MBA BS in Business Administration Doctoral Candidate

University of Portland University of Michigan Argosy U. DBA International Bus.

**EXPERIENCE**

August 2012 to Present – Colorado Mesa University

**Assistant Professor of Management –** During my first semester as a full time faculty member at Colorado Mesa University, I was responsible for teaching various courses in the Management discipline, participating in faculty meetings and committees including taking the lead on the oral communication assessment committee.

**Adjunct Professor of Business –** As an adjunct professor at Colorado Mesa University, I taught various business courses including: Introduction to Business, Principals of Management and Organizational Behavior.

September 2009 to Present – Peak Performance Business Consulting LLC

**Principal; Peak Performance Business Consulting**

For the past 5 years, Stan has launched and managed a consulting company focusing on improving company performance through corporate development, market research and process consulting. During this time, Stan has worked with numerous companies such as Royal Caribbean, Deluxe Checks, Sun Trust Bank and Novo Nordisk. Stan has also provided consulting and training expertise in the Data Warehousing arena to many Fortune 500 organizations in multiple industries.

April 2001 - September 2009 - Teradata Corporation

#### **Director of Learning Strategy and Metrics - Aug 2008 – September 2009**

In August 2008, Stan was promoted to Director of Learning Strategy and Metrics for the Learning Organization within Teradata. In this position, Stan was responsible for researching technology, budget analysis and driving the strategic direction of the global learning organization.

He led an Organizational Change Project called “Learning 2.0” which was in response to the technological and cultural changes taking place in the workplace. Technological changes brought on by Web 2.0 and cultural changes taking place as a result of the influx of a new generation of learners entering the workforce. Under Stan’s direction, the Learning 2.0 team created the team’s charter, defined and documented the current state and desired state which produced the gap that was to be addressed. They then formulated a compelling business case, strategy and communication plan. The team identified 15 initiatives (several under each “Strategic Pillar”) that were later defined and launched as projects.

As Director of Learning Strategy and Metrics, Stan also developed a learning metrics dashboard, rebuilt course surveys and conducted analysis on metrics on a quarterly basis.

#### **Manager, Demand Creation Leaning Consultants; Teradata** - **January 2003 to August 2008**

In January 2003, Stan was promoted to manager of the Demand Creation Training Consultant and Planner team. This team, made up of 10 learning professionals, was responsible for deploying and delivering training to the global demand creation audience within Teradata. Stan managed the hiring training, strategy and the direction of this team. The team was international and had members from the Americas, EMEA (Greater Europe and Africa) and APC (Asia Pacific).

The team also had responsibility of consulting with sales teams internationally by leading sales planning sessions and helping to set the strategy and tactics sales teams use to go to market in the competitive data warehousing industry. Stan was responsible for developing a course that was focused on training teams internationally on the importance and mechanics of sales planning and strategy. Stan delivered this class in 5 different countries and has facilitated more than 150 planning sessions all over the world and in six different industries.

Stan has traveled extensively both within the US and internationally including more than 25 countries worldwide. He understands different cultures and how learning should be applied to these societies and regions. Instructor lead subjects that Stan has delivered include but are not limited to; Consultative Sales Skills, Presentation Skills, Facilitation Skills, Questioning and Objection Handling; Sales Simulations; Sales Strategies, Leadership Strategies, Managing Consultants.

**Other Titles and Positions held include:**

#### **Sr. Management Consultant/Engagement Manager –** Overall project management and oversight of multiple simultaneous IT and infrastructure related projects; full life cycle management

#### **Product Marketing Manager –** Profit and Loss responsibility, full cycle management - developing customer requirements, internal requirements and guiding cross-functional teams to complete software and manufacturing product development cycles. Marketing, Forecasting, Budget and Sales responsibilities.

#### **Senior Market Researcher** – Market intelligence, research and data analysis used in strategic and tactical decision making

**Production Supervisor** – Auto assembly line supervision managing up to 70 employees in high productivity environment

#### **Certifications and Additional Qualifications:**

Certified in Effective Meeting Management and Facilitation – Leadership Strategies

Certified CRM Program Manager – Patricia Seybold

Certified Presentation Skills – Baker Communications

Certified Data Warehouse Professional – Teradata Corporation

Certified Data Warehouse Technology Bronze – Netezza Corporation