

HEATHER BESTMANN

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SUMMARY OF QUALIFICATIONS

Results-driven sales professional with significant experience exceeding expectations with honesty, innovation, creativity, and a strong competency in solving complex problems in unique situations. A highly regarded and effective team leader with the capacity to establish credibility, creating strong teams and account partnerships to ensure successful business collaborations and outcomes. Demonstrated achievements in analytics and both operations and account management.

AREAS OF EXPERTISE

Account Management
Strong Business Acumen
Digital Shelf Management
Data Mining and Analysis
Timeline/Event Management

Forecasting/JBP Creation
New Product Introduction
Project Management
Conflict Management
Operations Oversight

Advanced Microsoft Suite Skills
P&L and Trade Fuel Management
Strategic Planning
Supply Chain / Demand Planning
Cross Functional Collaboration

PROFESSIONAL HISTORY

L'Oreal USA – New York, NY
2004 to 2021

National Account Director – L'Oreal Paris @ ULTA Beauty **February 2021 to October 2021**

- Led the consumer-centric, long-term strategy for the L'Oreal Paris non-cosmetics business at ULTA- interacting, presenting and negotiating across multiple levels internally and externally to maximize resources and achieve goals.
- Oversee all aspects of the account P&L– identifying opportunities and working with cross functional teams to optimize thru creative solutions, exceeding both customer contribution and profit goals.
- Drove personal dedication to improve communication and ways of working between sales, supply chain and demand planning functions, resulting in identification of +\$300k savings in year one.

National Account Manager – L'Oreal Paris @ ULTA Beauty **July 2016 to February 2021**

- Achieved sales and profit goals for account by creating and executing unique, omni-channel marketing and promotional strategies to drive consumption, market share and brand loyalty. Managed trade fuel to partner with the account, maximize ROI and drive profitable growth.
- Led as key liaison between brand and account- maintaining and building strong partnerships, negotiating brand portfolios and problem solving to ensure conflicts do not interrupt business.
- Focused on accelerating eCommerce channel through front-to-back management of digital portfolio- creating, executing and evaluating strategies, resulting in +320% growth
- Strongly collaborated and coordinated with internal teams to acquire key resources, plan and execute marketing initiatives; led meeting planning and presentation development.
- Acquired deep analytical understanding, utilizing CRM/shopper/syndicated data to create influential presentations and support pricing, promotion, distribution and space management decisions.
- Spearheaded third party consulting, production, merchandising and retail execution groups.
- Championed a passion project to improve the visual merchandising process resulting in creation of a comprehensive multi-team timelines and achievement of on-time delivery of materials and end-products for the first time in over 5 years. Process adopted by other teams which continue to achieve on-time delivery each season.

Key Account Manager – L’Oreal CPD @ ULTA Beauty**April 2014 to July 2016**

- Built strong and influential partnerships with buyers to maximize space and visual opportunities.
- Managed a complex portfolio of brands across multiple divisions.
- Tracked and reported sales and forecast information, with ongoing analyzation and communication of action plans to address gaps and opportunities with best in class forecasting accuracy.
- Advocated for deeper connection and brand awareness with ULTA store level management by creating an engaging booth for the annual ULTA trade show. Increased traffic and engagement annually, resulting in compounding resources and funding.

Retail Operations Manager/Logistics Analyst – L’Oreal Paris @ Walgreens Jan 2012 to April 2014

- Managed all aspects of the planogram process for multiple categories, coordinating internal and external teams, working closely with the National Account Manager to achieve sales goals.
- Managed third-party broker and agency for optimal retail execution.
- Initiated and completed a deep dive into sku specific productivity thru CRM data, resulting in unique ethnic assortments that increased productivity by +25pts across ALL doors.

Retail Operations Coordinator – L’Oreal Paris @ Walgreens**May 2006 to January 2012**

- Evaluated cosmetics planograms to determine viability of new products/identify items that fell below thresholds, providing findings and recommendations to the National Account Manager.
- Led all Walgreens Beauty Advisor and Cosmetic Supervisor programs and communication - created and drove all SaturDate, new store opening, brand promotion and sales contests.
- Planned and executed Walgreens Cosmetic Supervisor events including annual product training, incentive trips, and new launch celebrations.

Sales Administrator – L’Oreal Paris @ Walgreens**May 2004 to May 2006**

- Provided support for National Account Managers in administrative, advertising, meeting and event planning capacities.
- Partnered directly with Walgreens Beauty Advisors and Cosmetics Supervisors to provide product training and new store assistance.
- Designed a user-friendly database allowing multiple teams access to historical pictures and information on competitive promotional activity within Walgreens B&M stores.

Earlier in my career, I held positions of progressive responsibility in the Account Administrator / Category Management specialties for food brands within Crossmark Sales and Marketing and Acosta Sales and Marketing.

PERSONAL CHARACTERISTICS

Achieves Results with Integrity
Independent, Entrepreneurial Spirit
Able to Meet Objectives / Targets / Deadlines
A Collaborative / Creative Thinker
Communicates Effectively, Written and Oral

Structured and Organized
Able to Coordinate / Manage a Team Effort
Possess Advanced Decision-Making Skills
Manages Complexity
Establish Valuable Business Relationships

EDUCATION**Bachelor of Arts, Finance**

DePaul University