

BRIAN HEATH

Executive Commercial Operator | Revenue Platform Builder

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EXECUTIVE PROFILE

Commercial executive with twenty-six years building and scaling national sales organizations across captive and specialty finance. Four organizations built and scaled, each to nine-figure production or above and one to ten-figure annual production. Four platforms taken live from contract number one. Operates as both enterprise architect and field leader, and builds the systems as well as the team: CRM architecture, AI-enabled sales tooling, enablement software, analytics, compensation, and talent infrastructure.

AREAS OF COMMAND

National Sales and Go-to-Market | Captive and Specialty Finance | Revenue Platform and Systems Building | Enterprise CRM Architecture (Salesforce) | Sales Enablement and Software Adoption | Dealer and Partner Networks | F&I Products and Program Strategy | Enterprise Account Development | Sales Analytics and Forecasting | Compensation and Incentive Design | AI-Enabled Sales Systems | Talent Development and Retention | P&L and Production Growth

SELECTED CAREER IMPACT

- Built and scaled four national sales organizations, each to nine-figure production or above, one to ten-figure annual production.
- Took four platforms live from contract number one: the United Auto Credit retail finance arm, the Kia and Genesis insurance platforms at Hyundai Capital, and the Kawasaki captive finance platform.
- Closed and grew a single enterprise dealer group beyond \$26M across a five-year relationship, roughly 15,000 products annually, and secured three additional national enterprise groups.
- Led and developed more than 300 commercial professionals across twenty-six years, with a retention and internal promotion record I am willing to be judged on.
- Currently building a national powersports captive finance platform from a standing start to a nine-figure annualized run-rate within its first year, driven by demand creation rather than rate or incentive leverage.
- Architects the operating layer directly: forecasting, territory analytics, performance reporting, incentive design, and a ground-up Salesforce build.

PROFESSIONAL EXPERIENCE

Kawasaki Motors Retail Finance

Head of Sales, Captive Finance

National Sales Manager

Foothill Ranch, CA

2026 to Present

2025 to 2026

- Lead national sales for a captive powersports lender across 49 states, building the field and inside sales organization from a standing start.
- Built the platform to a nine-figure annualized run-rate in under twelve months, creating dealer demand rather than financing existing demand while competing at the dealer desk against three established lenders.
- Direct a cross-functional organization spanning field and inside sales, marketing, sales analytics and reporting, dealer training and enablement, and operations support.
- Own brand and commercial communications for the captive, including dealer-facing rate sheets and publications and OEM brand governance across all sales-facing material.
- Built and run the analytics function directly, using AI tooling to architect and maintain performance dashboards, territory reporting, forecasting, and the underlying data pipelines in production through a full forecasting cycle.
- Architected a ground-up Salesforce build as the enterprise standard alongside an integrated field sales platform for visit planning and activity accountability.

Hyundai Capital America

National Director of Sales and Product, Insurance

Director of Sales Planning and Analytics

Irvine, CA

2015 to 2024

2014 to 2015

- Built the enterprise sales planning and analytics function, establishing forecasting, pipeline reporting, and performance measurement, then took national sales and product ownership and carried that infrastructure into the commercial seat.
- Built and scaled national field and inside sales for the insurance and F&I product organization, growing the portfolio to nine-figure annual revenue.
- Launched the Kia and Genesis insurance platforms from contract number one, building the product, field presentation, and dealer adoption model for each.
- Closed and managed a five-year enterprise dealer group relationship exceeding \$26M, roughly 15,000 products annually, the largest single account in the portfolio.
- Structured and delivered StoneEagle as a committed dealer benefit, and trained the national field organization to use dealer F&I performance data in income development conversations.
- Served as platform decision-maker on insurance product RFPs, and navigated multi-state product regulatory requirements including GAP and lease wear products.

Verengo Solar

California

Sales Operations Director

2013 to 2014

- Directed sales operations for a national residential solar installer, covering forecasting, planning, territory design, and performance reporting across the field organization.

Auto One Acceptance

Texas

VP of Sales and Marketing

2012 to 2013

- Launched a Buy Here Pay Here funding program from a standing start, reaching eight-figure volume within six months.
- Built the dealer network and sales organization supporting the market entry.

United Auto Credit Corporation

California

VP of Sales and Marketing

2009 to 2012

VP of Remarketing

2008 to 2009

- Launched the retail finance arm from contract number one and scaled it to nine-figure annual originations.
- Built national field sales from a standing start to 50 field representatives, 5 inside sales, and 6 in support, training, and marketing.
- Delivered 16 percent above the company forecasted production plan in a documented performance period.
- Centralized a 75-branch remarketing operation into a single facility before taking the sales and marketing mandate.

Westlake Financial Services

Los Angeles, CA

VP of Sales and Marketing

2004 to 2008

Dealer Account Manager

2000 to 2004

- Scaled national sales from 20 to 150 representatives, including 15 inside sales, plus 16 in sales support, marketing, and training.
- Sales organization scaled to ten-figure annual production.
- Advanced through four years as a top-producing field representative before taking national responsibility for the sales and marketing organization.

EXECUTIVE DEVELOPMENT AND CONTINUOUS LEARNING

Artificial Intelligence: AI Skills Fundamentals Certificate, Western Governors University (in progress); Google AI Professional Certificate (in progress); Google prompt engineering and data analysis certificates (2026); Introduction to Artificial Intelligence, LinkedIn (2025).

Education: Metropolitan State University of Denver, Business Administration.