

Matthew Heintz

913.749.6200 | matt.heintz@gmail.com

[Linkedin.com/in/matthew-heintz](https://www.linkedin.com/in/matthew-heintz)

PROFILE

Proven leadership executive with a track record in operations management, communications, corporate reputation and business administration. Over 15 years expertise in helping organizations effectively engage and communicate with the public.

EXPERIENCE

Chief Operating Officer, Windmill MHP Inc., Holland, MI & Kansas City, KS 2018-Current

- Upper management position with a large residential unit development (400 homes) involving top and bottom-line responsibilities; hiring, training, deploying staff and resources. Responsible for all external messaging, government relations and stakeholder engagement.
- Created and maintained a community relations program involving residents, state and local governments, and community groups.

Public Relations Director, North Kansas City Hospital, North Kansas City, MO 2015-2018

- Managed all brand, publicity and media relations.
- Managed key stakeholder relationships internal and external.
- Created and co-produced "Healthy KC" a monthly morning segment on WDAF FOX 4 KC.
- Created a proactive public relations strategy for the hospital, including a crisis communication plan, media training program and community/stakeholder relations plan.
- Developed and implemented community based health initiatives with over 60 community health events.
- Wrote C-suite speeches, talking points, messaging materials and patient education resources.
- Oversaw and produced internal monthly newsletter, annual report, patient education materials.
- Filmed, edited and produced internal/external videos.
- Created and oversaw social media campaigns.
- Oversaw outside consultants and third party resources.

Director, Small Business Research Institute, Leawood, KS 2009-2015

- Designed instructional materials and produced over 400 educational business videos.
- Created and executed marketing plans, including graphics, print design, digital ads, social media campaigns, web development/design and direct mail campaigns.

Public Affairs Senior Consultant, H+K Strategies, Inc., St. Louis/San Francisco, CA 2003-2008

- Developed public affairs strategy, research and communications for the AT&T legislative, regulatory and legal teams on matters related to telecom policy.
- Managed operations for the California war-room crisis communications team in the SBC-AT&T merger.
- Created internal and external communication materials including press releases, newsletters, brochures, websites, print magazines, advertising and other messaging collateral for external affairs.
- Analyzed telecommunications policy, competition analysis, made recommendations on stakeholder messaging, resulting in a successful results for the 2003-2008 legislative session.

Public Communications Associate, Anheuser-Busch, St. Louis, MO 2002-2003

- Conducted PR, marketing communications, projects, events and campaigns.
- Worked with community awareness partners. Assisted in the development of strategic marketing materials.

EDUCATION: Washburn University: B.A. Mass Communications, 2002
University of Missouri-Kansas City: Executive MBA, 2025