



Greg Heinemann

Managing Partner, Co-Founder

Corporate behemoths and scrappy startups alike have turned to Greg for 25 years to help them build brands and launch companies. The one thing they

have in common: a focus on immediate growth.

Greg's career has followed a similar trajectory — from a beginning in CPG sales and marketing, to running \$200 million in business for Carlson Companies, founding his own brand and product launching consultancy and co-founding Denali.

Clients like working with Greg. They appreciate his combination of Teutonic practicality and Sicilian effusiveness. They marvel at his dual passions for exercise and carb consumption. And they manipulate Greg's Catholic guilt to wring maximum value out of him.

When he isn't working with clients ranging from UnitedHealth Group to Geek Squad, serving as a director of the James J. Hill Foundation and Jumpnode, Inc., this graduate of the University of Wisconsin and Notre Dame enjoys good cigars and a cold PBR.