

Heather Meyer



Heather is the Director of Partnership Development with Navigate Research, helping clients determine the value of their partnerships and understand how they are performing. She started her career with the Chicago White Sox before transitioning to college sports and IMG College. After six (6) years of developing and executing multi-million dollar partnerships including MillerCoors, Nissan, Buffalo Wild Wings and others, Heather understands how to leverage multi-channel campaigns to reach your audience. In her current role, Heather works with brands, teams, leagues and agencies in the sports and entertainment industry to value and measure their partnerships.

Heather received her BA in Journalism and Health and Sport Studies from the University of Iowa.