



**ROBERT A. HEGGIE** [RHeggie@NonTraditionalRetail.com](mailto:RHeggie@NonTraditionalRetail.com) ph (714) 749-0069 Palm Desert, CA

Robert Heggie was reared in B.C., Canada, where he studied on a full scholarship for bagpipes at **Simon Fraser University**. He completed his studies at the **British Columbia Institute of Technology**, (BCIT) earning CET in civil and structural engineering. His early career evolved into property management with responsibility for over 2,000,000 square feet of government buildings for one of British Columbia's largest building companies.

However, Robert found his true profession, retailing, when recruited to the **Hudson Bay Company**. During his decade there, his senior executive roles included **Operations, Financial Services and Licensing**, and was classified as an **"Insider"** and member of the **Management Committee**. His specialty and joy was the development of "licensed departments", or "store in store programs", including being one of the first to develop "Pop Up Retail" programs. This role included leased space for independent retailers, branded products, franchises and unique market promotions for company stores / brands. He was instrumental in launching/expanding **MAC Cosmetics** at Hudson's Bay when they were virtually unknown. He grew his portfolio into the most profitable division of the Company, generating over 30% of total company profits from less than 10% of the total selling area.

Using the skills and experiences gained to that point, Rob left Canada and founded HK Retail Concepts / **Non-Traditional Retail, Inc.** (NTR) consulting companies focused on third party programs with major retailers. Now an internationally recognized leader in its niche, NTR projects include licensing, consulting, business and marketing plans, branding, new concepts and products. NTR also negotiates agreements with and for major retailers and clients desiring introductions to major retailers. NTR developed the category and even wrote the license agreement for some Retailers, from Plan to execution and helped them create differentiation while managing and implementing store specific programs; and expanding brands. NTR helps to execute its recommendations, assisting in ongoing implementation, working with many companies such as **Target, Walmart, Hudson's Bay, Costco, Macy's, Bloomingdales, BJ's, Sam's Club, US Military Exchanges, Tim Hortons** and many more. At highest levels, NTR has worked with major retailers in North America and internationally, including helping bring **Walmart to Canada** and also launching their store-in-store third party business.

**Two highlights of Robert's career include being invited to the White House and guest lecturer at UCLA.**

As **Co-Founder/Chief Merchant** since 2012, Robert worked for **John and James Cameron (Avatar)** for 10 years with the **Human Health Organization**. In a merger in 2017 with **ROKiT Group**, owned by **John Paul DeJoria (Patron & Paul Mitchell)**. Robert was asked to be Chief Merchant and expand their business into Walmart and hire their CEO and sales team. Their business included mobile phones with TeleHealth [www.therokitgroup.com](http://www.therokitgroup.com) <https://www.walmart.com/ip/ROKIT-iO-3D-4G-LTE-Android-16GB-GSM-Unlocked/654684384>. Walmart then acquired MeMD®. Robert was also key to HHO success during the Pandemic, helping to "re-launch Hollywood filming", from **Lionsgate to Sesame Street** studios, with Covid testing and PPE, in addition to disinfectant solutions such as [www.1stPlaceScience.com](http://www.1stPlaceScience.com). In 2021 he was recruited to launch [www.modemobile.com](http://www.modemobile.com) "The only phone that pays you" and Robert launched it in Walmart and helped grow its subscriber base to **40 million** globally: <https://www.walmart.com/ip/The-new-Mode-Earn-Phone-2-Unlocked-Android-Cell-Phone-128GB-6-52-13MP-Camera/657449740>. Since 2015, Robert has been **Chairman Advisory Board** for [www.TwinTowersTrading.com](http://www.TwinTowersTrading.com) - one of the largest Event based marketing companies of its kind and the largest landlord of **Subway** in the world, with thousands of QSR locations inside Walmart stores. He is also **Co-Founder** of [www.BeathaVentures.com](http://www.BeathaVentures.com) and also on the **Advisory Board** for [www.SeeidInc.com](http://www.SeeidInc.com) a company instrumental in saving lives and injuries due to forklift accidents along with unique new item-level tracking in facilities, containers and vehicles.