

NOVEMBER 2025

Slayton Search Partners Adds Heidi Becker to Lead Firm Marketing Function

Slayton Search Partners



CHICAGO, IL – Slayton Search Partners, a respected leader in retained executive search, is proud to announce the addition of Heidi Becker as Marketing Director. Heidi brings more than a decade of experience establishing marketing departments and accelerating brands.

Throughout her career, Heidi has built marketing functions and taken brands from little known into the spotlight. She is known for her vast knowledge and expertise across all marketing disciplines including digital, design, operations, research and communications. Heidi brings a cross-functional lens to every aspect of marketing, identifying and implementing solutions and technologies with lasting firmwide impacts.

Prior to Slayton Search, Heidi was with business advisory firm Portage Point Partners, where she was responsible for developing a marketing function from foundational processes to brand definition and marketing plans to execution. At Portage Point, Heidi systematically led institutional change across the organization, increasing efficiencies in sales enablement, operations and business development while measurably enhancing brand visibility through strategic content, PR and advertising campaigns.

Previously, Heidi spent nearly a decade with investment banking advisory firm, Lincoln International. As a founding member of the marketing team, she was instrumental in building the department. This included launching, managing and leading new systems, processes, integrations, content, teams, campaigns, as well as taking the firm through a complete rebrand.

“Heidi’s proven experience in professional services, combined with her track record of building and scaling marketing operations and company brands, makes her an excellent addition to our team,” said Rick Slayton, Managing Partner & CEO at Slayton Search. “Her expertise marketing to senior-level decision makers across private, public and private equity will strengthen our ability to reach clients across these critical markets.”

“I am thrilled to join the team at Slayton Search,” said Heidi. “The firm's reputation for delivering exceptional client outcomes is matched only by its collaborative culture. My new colleagues are committed to creating meaningful impact—both for the organizations we serve and the leaders we place. For more than 40 years, Slayton Search has exemplified excellence in executive search, and I am proud to contribute to its continued success story.”

About Slayton Search Partners

Slayton Search Partners is a top retained executive search firm, serving some of North

America's most recognized companies for 40 years. By focusing on a structure that balances the size needed to do the job with the size needed to deliver personal attention and service, Slayton avoids restrictions that limit traditional search firms. This helps transform the relationships with our clients into opportunities for high-quality solutions.