

RICK MATTHEWS

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VP / DIRECTOR OF MARKETING / BUSINESS DEVELOPMENT

Corporate Image / Contract Negotiations / B2B / Market Research & Analysis / CRM / Sales Startups / Marketing Strategy & Planning / Public Relations / Diversification / Budget Control Policies & Procedures / Organizational Development / Vendor Relations / Business Development

Served as Marketing Head, leading and coordinating brand development and strategic marketing on macro and market specific levels. Developed, managed, and implemented marketing programs, plans, strategies, budgets, and materials, **dramatically increasing revenue 700%** as company grew from four employees to >60. Achievements enhanced by strong background in sales with large (**Motorola**) and smaller companies in multiple industries including oil and gas (exploration and retail), resellers, computer software, sports nutrition and commercial/individual communication devices.

Recognized for having a clear understanding of each objective and its impact on overall results, acquiring the necessary resources and most appropriate personnel, identifying specific strengths in each member and utilizing each accordingly to complete projects on time and within budget, delivering exceptional results. Innovative problem solver, breaking down impossible tasks and implementing creative solutions. Possess superior negotiating skills.

Areas of Achievements include:

Brand Management:

Two corporate name changes (complete with logo, statements, look and feel)
One startup
Consistent messaging

Vendors:

Long-term commitments and planning
Negotiations
Relationships
Procurement
Service contract management
Coordination and management
Price integrity

Outsourcing:

Production houses
Contractors
Multi Media
Building Loyalty

Channel Marketing

New distribution channels

Industry Trade Shows:

11 national trade shows in 2008
Understand who the clients are and reach them
Design and build booths
Networking contacts
Transportation/ trucking / build-out
Consumables / deliverables

Sales Promos:

Set up channel partners
New product rollouts
Reseller negotiations
New distributors

Project Management:

Telco
Computer architecture
Building build-out
Relocation
Trade Shows
Product
Organizational

Advertising

Web-based
Print
Multi-media
National Interviews

Communications:

Administrative/IT/Sales
Transfer of responsibility
Corporate
Client & Investor
B2B Partners
Rapid Growth (from 5 employees to 65)

Organizational Development

New entity
Business work flow
Employee structure
Infrastructure
International property
Staffing

BBA, University of Florida . Dale Carnegie, Advanced Sales and Motorola, Direct Marketing Sales.

PROFESSIONAL CAREER HISTORY AND SELECTED NOTABLE ACHIEVEMENTS

Director of Marketing and Business Development, Republic Oil & Gas, Inc. 2003 to 2009. Recruited into Mullins and White in 2000 and remained through ensuing mergers and acquisitions with M&W Financial. Served as **Head of Marketing, Compliance, Network, and Operations** for Oil & Gas Exploration Company and Financial Broker Dealer offering Private Equity Investments to private investors.

Supervised four direct reports in creation and ongoing revisions to web sites, brochures, all written marketing materials, informational and promotional videos, client communication, signage, and press releases. Was shadow manager to 20 employees. Recruited, hired, and coordinated efforts for all department heads, sales and support staff. Served as liaison between sales and operations. Conceived and developed network and business applications with business partners for specific business workflow on computer and phone applications. Administered day-to-day compliance requirements as mandated by SEC, FINRA, and individual state laws.

- Developed and implemented business and personnel policies.
- Built and maintained strong relationships with key clients and vendors.
- Developed/monitored/updated supervisory policies and procedures applicable to FINRA member firm.
- Managed and monitored changes in laws and regulations.
- Developed, monitored, and trained staff in regulatory procedures and suitability.
- Created and maintained custom web-based CRM system that met with compliance and regulatory standards for company that grew from four employees to >60.
- Increased company gross revenue 700% through marketing efforts.

Director of Sales & Business Development, Now Micros, Inc., 2002 to 2003. Set up domestic and international reseller networks. Launched new product lines into market. Increased sales through new distribution networks and direct sales to end users. Managed sales employees for prospecting new markets, and maintaining large pipeline of existing clientele. Oversaw day-to-day sales and marketing activities. Worked directly with clients on custom applications and engineering. Managed small staff.

Director of Sales & Marketing, Mullins & White Energy, Inc., 2000 to 2002. Maintained and developed relationships with venture capital partners for independent start up oil and gas exploration/development company. Oversaw and maintained industry partner relationships. Worked with vendors, building and maintaining company image and established presence. Conducted long-term research to evaluate and implement new technologies.

Major Accounts Representative, Right Now Technologies, 2000 to 2000. Prospected and sold complete range of eCRM application software products and services. Drove sales strategy, trained, and closed business on a quarterly basis through direct and VAR channels. Team leader for presales team and system engineers: set team goals and guidelines.

- Member of President's Club.
- Exceeded sales quota by 107%

South-Central US Sales Representative, Met-RX USA, Inc., 1999 to 2000. Performed outside sales and marketing for worldwide leader in rehabilitation and sports nutrition. Increased account base and managed direct customers, distributor channels, and resellers in three states. Maximized sales utilization. Negotiated customer advertising and promotions. Set regional market goals. Consistently exceeded personal/distributor quotas.

- Increased year-to-date sales by 22%

Territory and Channel Partner Manager, Motorola Inc., 1992 to 1998. Developed and managed large client base in corporate and government sectors. Assisted and maintained regional channel partners. Worked with long, complex, high volume technical sales cycle. Oversaw and responsible for sales of two-way radio, microwave, AVL tracing, and paging terminal equipment sales in multi state territory. Provided technical solutions and coordinated equipment installation for end users and resellers. Trained and supervised sales employees. Exceeded quotas for office and within reseller network.

- Personally generated 60% in equipment sales

MISCELLANEOUS INFORMATION

Speeches Given: Various web based interviews with **MSNBC** and **Forbes**

Sports and Hobbies: boating and lake activities, regular attendee of the gym, wide reader