

CODE A-7**OBJECTIVE**

Marketing and Sales professional, Harvard MBA, with strong personal focus on P&L, seeks challenging career continuation where past achievements, depth of experience & education plus strong, diverse capabilities will most fully contribute to growth, profitability and the meeting of corporate objectives.

SUMMARY OF QUALIFICATIONS

- Demonstrated capability to match company strengths with opportunities to meet needs of the market and meeting all P & L goals via new products, existing products, product line extensions and new corporate acquisitions
- Record of achieving substantial reductions in costs combined with consistent history of meeting and exceeding revenue goals
- Have record of achieving particularly high levels of customer satisfaction & loyalty
- Specialized expertise in areas of Business Development, Marketing/Sales Strategies, Marketing Management, Sales & Sales Management, Product Development, Staff Recruiting & Training, Merchandising, Cost Control / Pricing

EXPERIENCE**AMERICAN DISCOUNT TRUCK ACCESSORIES, INC., Framingham, MA**

General Manager—wholesale distributor of automotive products & accessories

- Dramatically grew Gillette's volume hundred-fold in only four years
- Identified promising market niche for sales/installations of popular accessories for light trucks
- Developed new company to tap this market, involving hiring/training staff of 4, building vendor relationships, managing inventory, advertising & sales promotion, and administration (accounting, cash flow projections, site selections...)
- Grew business rapidly, continually introducing profitable new-product offerings – combining existing items into salable, ready-made “packages”
- Maximized productivity and customer/supplier communications
- Won “preferred vendor” status at market's largest new-vehicle dealers

PHOTO QUICK, INC., Framingham, MA

Owner / Operator—chain of photo finishing stores

- Grew start-up business from single unit with less than 10 employees to a busy, three-store chain and staff of 45
- Boosted annual sales for Photo Quick units to levels *far above industry average*
- Developed well-managed, fast-growing chain with loyal & productive staffs
- Emphasized product quality, achieving results well-above industry standards
- Achieved high levels of customer satisfaction and loyalty by encouraging customer comments & offering frequent customer rewards
- Produced business volume-per-store more than 3 times the industry average

EVANS PRODUCTS COMPANY, Braintree, MA

Marketing Manager, Retail Group—major operator (#2 nationwide) of building materials retail store chain (300 units)

- Managed merchandising and new programs
- Introduced numerous successful new products (solar room additions, storage buildings, “Handy Panel”)
- Dramatically improved sales, profits & inventory turns, upgrading store depts. Consistently exceeding all goals and targets each year (solid 10% annually)
- Reduced costs substantially via successful supplier negotiation, while substantially improving product quality

THE GILLETTE COMPANY, Boston, MA

Marketing Manager

- Led marketing efforts for the brands: *Paper Mate, Braun, S.T. Dupont*, including market research, advertising, new product development, finance, pricing, and product line management
- Dramatically increased sales hundred-fold in only 4 years (from 3 million units to 400 million)
- Designed highly successful, landmark marketing campaign with McDonald's
- Cut costs in half among assigned products in three years, while substantially improving product quality

EDUCATION

Master of Business Administration (MBA), HARVARD UNIVERSITY, *with honors*

- Independent **research**: "Creative Marketing Strategies for Pillsbury: New Products for the Senior Market"
- Training Seminar on Corporate Law

Bachelor of Science in Business Administration, BOSTON UNIVERSITY, *magna cum laude*

PROFESSIONAL ACHIEVEMENTS

- **Awarded** vital "Preferred Vendor" status with area's largest auto dealer
- **Won** major Print Advertising award at Gillette
- Affiliated with Harvard Business School Association of Boston

CONTACT

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