**Matthew Lash, MBA**

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**Marketing Executive**

Accomplished marketing professional with 15+ years of experience in progressively responsible areas of account management, business development, and project management. Proven ability to manage multiple clients, develop and execute strategies that positively contribute to increased revenue, profitability and deliver projects on time at budgeted costs. A well-respected leader that problem solves and successfully executes solutions that deliver results.

**Areas of Expertise**

* Client Management
* Project Management
* Financial Reporting & Management
* Leadership/Communication
* Data and Analytics
* Product Roadmap & Client Adoption
* Negotiations and Vendor Management
* Marketing Strategy and Planning
* Public Speaking and Presentation Skills

**Experience**

**BrandMuscle (formerly Centiv Services) – Chicago, IL July 2009 – Present**

*Vice President, Client Success October 2016 – Present*

While managing 20% of company revenue, achieved 15% revenue growth YoY in 2022 by aligning client strategic initiatives with product enhancements, process improvements, and establishing new training and educational materials. Responsible for SaaS based applications which support achieving cost savings utilized by the beverage alcohol vertical. Trustworthy partner who has built and fostered strong relationships across senior level management teams that has resulted in high client satisfaction and retention. Integral member of Leadership Development Program in which I serve as a mentor to employees participating. Essential team member to product steering committees and serve as the voice of customer. Supported reorganizational efforts that focused on bottom line growth, a global integration, and no interruption to established service level agreements. Have built and lead high performing teams, locally and remotely, which consisted of account management and creative services.

*Account Director, Client Services April 2013 – September 2016*

Began managing a team of 20 employees and oversaw beverage alcohol distributor clients. Maintained relationships with senior level clients across many verticals; marketing, IT, finance/accounting, operations. Implemented new products that reduced overall turnaround time on client projects by 15% in project lifecycle.

*Project Manager January 2012 – March 2013*Worked all beverage alcohol distributor clients. Ensured timely delivery of projects from start to finish, reducing overall wait time on custom RFQs by two days (50%); implemented processes in the operations department which resulted in client efficiencies. Setup client inboxes to help track and manage incoming RFQs, which reduced turnaround time. Created top vendor custom email addresses so quotes could easily be found and responded to which led to a reduced response time. Developed department guidelines to help educate internal employees to help set realistic expectations with clients.

*Other Positions: Associate Account Manager, Account Manager July 2009 – December 2011*

**Zig Marketing – Cleveland, OH** **September 2007 – September 2008**

*Production and Creative Manager*

Responsible for managing projects as a liaison between account, creative and production teams. Responsibilities included review of project job objectives with account and creative managers, coordinating production work and proofreading finished product. Contributed to strategizing for new client campaign ideas including Moen, Sherwin Williams, PolyOne and Sentry Protection Products.

**American Greetings** **– Cleveland, OH** **May 2006 – August 2016**

*Summer Internship (Marketing Department)*

**Education**

**Loyola University Chicago**   **November 2012**

Master of Business Administration – Concentration in marketing; Beta Gamma Sigma member (International Business Honor Society)

**University of Kansas**  **May 2007**

Bachelor of Science in Business – Marketing major with a concentration in International Business