

MATTHEW W. KOENIG

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Experience

1/2008-Present **Polynova Composites**
Director of Business Development

Milford, MA

Business Development

Marketing

- Conceived, developed and executed full retooling of marketing program and materials.
- Oversaw and implemented corporate logo redesign.
- Actualized and constructed all media buys and concepts.
- Developed and effected all new corporate marketing tag lines and slogans.
- Primary domestic and international trade show presence representing the “new face” of the company.
- Initiated new product co-branding, as well as academic affiliations and partnerships.
- Tailor messaging and value added proposition uniquely to each specific target market. .
- Branded and broadcast value proposition with new, unique tagline.

Sales Management

- Complete new market research, selection and incursion responsibility. .
- Solely charged with rehabilitation of dead leads and accounts.
- Added 300 new client contacts in first three months.
- Leveraged significant personal network and knowledge to elevate sales and market visibility.

2005-2007

Globe Composite Solutions, Ltd.

Rockland, MA

Business Unit Manager/Product Manager- Marine Products Division

Business Management

Executive Management

- Full divisional P/L and budget responsibility.
- Direct report to CEO and regular presentation of review to Board of Directors.
- Member of corporate executive team.

Production Management

- Daily oversight of manufacturing and finishing operations.
- Work directly with plant and purchasing managers to maintain steady stream production and JIT inventory levels.
- Maintained regulation of manufacturing progress and order fulfillment through regular monitoring of key manufacturing and secondary operations personnel.
- Worked with Plant Manager to institute LEAN/Kaizen/5S manufacturing paradigms.

Business Development

Sales Management

- Full inside and outside sales duties for product line and custom composite and polymer part design and manufacturing to Marine and Oceanographic industries.
- Sole responsibility for resurrecting worldwide sales of neglected and moribund Marine product line.
- Increased sales 22% first year. Secured 1.2 MM in RFQ's for contract production in first 6 months.
- Rebuilt distribution network towards true three tier format.
- Leveraged significant personal industry network and knowledge to elevate sales and market visibility.
- Stabled a major private label program with leading industry OEM in first month.
- Produced competitive analyses for strategic executive planning.

Marketing

- Developed and executed all product positioning, packaging and pricing strategies.
- Conceived and implemented, with CIO, product marketing website and ordering portal.
- Planned, managed, and executed all trade shows, market visits, and media buys.
- Began negotiations for line's first television media presence.

Product Development

- Collaborated with a wide variety of functional areas to develop and provide product definitions responsive to customer needs and market opportunities.
- Teamed with Director of Polymer Technologies in materials selection and research.

2005

Maritime Marketing

Chilmark, MA

Manufacturer's Representative

Product Marketing

- Represented Marine industry product lines in the New England territory.

1993-2004

THE VIOLETTE COMPANIES

Cambridge, MA

Violette Imports, Inc.

Vice President & Chief Operating Officer

General Management

Corporate Finance

- Implemented financial and managerial controls to stabilize company and restore viability.
- Managed corporate asset and cash allocation strategy.
- Successfully placed 3 private debt offerings to fund growth and managed all investor relations.

Operations Management

- Performed all company operational functions.
- Directed all warehousing and logistics, import and customs efforts, and regulatory administration.
- Full systems and IT management responsibility.

Supply Chain Management

- Contrived and executed all critical portfolio augmentation decisions.
- Selected all potential vendors and maintained supply chain function and integrity.
- Achieved 80% increase in GP via targeted portfolio growth of 120 %.

Human Resources

- Created all hiring paradigms., as well as compensation levels, benefits packages, and bonus programs
- Codified a "character" based employee profile for candidate selection.

Business Development

Sales and Brand Management

- Responsible for exclusive marketing and distribution of company portfolio.
- Increased gross sales 800 %, as well as corporate brand recognition and equity in the market.
- Developed and executed brand programming strategies and campaigns.
- Lead contact with suppliers and parent company management.
- Initiated national, wholesaler to wholesaler sales program.

Marketing

- Constructed and implemented CRM strategy for use as a corporate mantra.
- Analyzed performance, structure, and coverage of sales force to improve market penetration.
- Codified methodology for increasing market share and improved corporate image.
- Adopted "Voice of the Customer" methods to respond effectively to the needs of clients.

Market Analysis

- Demand trend analysis and projections.
- Competitor sales strategy assessment and counteraction.
- Long range market capacity analysis.

Violette Wine Cellars, Inc.

Zirian Realty Trust

General Manager

Turnaround Management

- Installed controls and procedures to stabilize credit worthiness and revenues.
- Adopted "Voice of the Customer" methods to respond effectively to the needs of clients.

Real Estate Finance and Property Management

- Restructured and refinanced debt and defaulted mortgage obligation, reducing principal by 50%.
- Failure guaranteed liquidation of all Violette business units.
- Managed all physical plant upgrades and property improvements.

Education

John Carroll University

BA Economics

University Heights, OH

Member –Omicron Delta Epsilon- National Economics Honors Fraternity.

Six Sigma Black Belt Certification- Begin certification training

Boston, MA