

MATTHEW DWIGHT COATS

"A friendly and confident sales leader and director of business development who's working to rapidly grow a targeted segment of high value education customers in a start-up environment."

~~~~~ CONTACT INFORMATION ~~~~~

Please use the contact form at:
www.matthewcoats.com

~~~~~ SUMMARY OF QUALIFICATIONS ~~~~~

- Dedicated and results driven Senior Account Executive and Director of Business Development with proven leadership and success in sales and marketing
- Self-motivated, fast learner and results oriented with proven track record of positive growth
- Experience creating customized regional and national marketing campaigns for education, government, and corporate accounts to create awareness, drive incremental revenue, and grow marketshare
- Solid presentation and communication skills
- Strong and insightful negotiator
- Extensive experience forecasting and managing a large, diverse sales pipeline with customers at all stages of the sales cycle
- Comprehensive ability to understand customer objectives, anticipate needs, and provide incredible customer service
- Extremely organized with close attention to detail and analysis
- Creative and strategic with clear vision and defined plan to achieve business goals

~~~~~ 12+ YEARS ~~~~~ PROFESSIONAL EXPERIENCE

2015-Present

DIRECTOR OF BUSINESS DEVELOPMENT

TreeRing, San Mateo, California

In my current position I am focused on winning and scaling TreeRing's targeted high-value account efforts. This process includes a "from scratch" approach, working to develop lead generation strategies, building sales processes, and fine tuning actions that result in customer self-conversion.

2008- 2014

SENIOR EDUCATION ACCOUNT EXECUTIVE

Apple, Inc., Cupertino, California

Worked directly with CXO level executives from K-12 and Hi-Ed Institutions on the development of emerging technology adoption and integration plans. Personally managed all aspects of the customer experience from acquisition to on-going support and beyond. Developed strategic plans in partnership with the customer team to ensure long-term success and ability to achieve customer goals. Directed and oversaw teams of up to 15 people per account based project size

including financial services, professional services, professional development, technical services and more. Established a track record of sales success as seen below:

38% Average YoY Growth
3x National Sales Club Award Winner
\$100,000,000+ Total revenue generated

2003 - 2007

CAMPUS REPRESENTATIVE TEAM LEADER

Apple, Inc., Cupertino, California

Directed large scale student and faculty events focused on driving sales and awareness about the Apple Ecosystem. Facilitated collaboration amongst my statewide regional peers as the Team Leader and conducted daily on-the-job mentoring. Worked directly with university leaders at multiple campuses in conjunction with the Account Executive to promote regional sales.

~~~~~ **CERTIFICATIONS** ~~~~~

2007 - WWDC Full-Ride Scholarship for Innovation  
2007 - Lean/Six Sigma Green Belt Certification  
2006-2014 - Apple Product Professional Certification  
2008-2015 - Parallels Virtualization Expert  
2010-2015 - Apple Pro Apps Certified  
2012-2015 - Automator & Apple Script Proficient  
2014-2015 - Adobe Creative Suite CC Proficient  
2014-2015 - Certified IP Security Expert

~~~~~ **EDUCATION** ~~~~~

2003-2007, University of Oklahoma, Norman, OK - Bachelor of Science, Microbiology
1999-2003, Granada High School, Livermore, CA - High School Diploma

~~~~~ **ENDORSEMENTS** ~~~~~

"If we were all as focused as Matt is at this point in life, there would be few jobs available for anyone over 30."

-Eric Dawson, Manager at Apple

"Thinking outside the box, high energy, solution and customer focused, relentless for perfection. This is how I would describe Matt..."

-Mike Meeker, Peer at Apple

~~~~~ **REFERENCES** ~~~~~

Readily available upon request

❖ For More Information Please Visit: ❖
❖❖❖❖ MATTHEWCOATS.COM ❖❖❖❖