

MATTHEW DWIGHT COATS

“A friendly and confident sales team leader with more than a decade of K-12 education sales experience and a passion for helping urban schools do amazing things.”

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

- Dedicated and results driven with proven leadership and success in sales and marketing
- Passionate about helping others and developing a strong team environment
- Self-motivated, fast learner and results oriented with proven track record of positive growth
- Experience creating customized regional and national marketing campaigns for K12 education that 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

~~~~~ PROFESSIONAL EXPERIENCE ~~~~~

2017 - Present

STRATEGIC PARTNERSHIPS

SchoolMint, San Francisco, California

In my current role, I work with large urban school districts to understand enrollment challenges from recruitment to registration to retention. My team and I work to develop tailored solutions to solve these critical challenges and deploy them using the SchoolMint platform. In this increased era of school choice, the competitive challenges facing urban schools are nearly universal. We believe our role is to act as a partner to public schools and districts in an effort to level the playing field and help all families find the best-fit education for their learner.

2016 - 2017

STRATEGIC ACCOUNT EXECUTIVE

Hobsons, Oakland, California

Working within the Naviance College & Career Readiness unit of the company, I am aligned to school districts in California with more than 15,000 students. I am currently managing the entire customer life cycle - from lead generation, to close, to retention. My focus is on developing lasting relationships with CXO level personnel and to create a community of successful users that can be leveraged to accelerate growth into the future.

2015 - 2016

DIRECTOR OF BUSINESS DEVELOPMENT

TreeRing, San Mateo, California

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. Additionally, managed all CXO level relationships, respond to RFP's and develop inner-org messaging using current customers as "heros" to promote growth.

2003 - 2014

SENIOR EDUCATION ACCOUNT EXECUTIVE

Apple, Inc., Cupertino, California

Worked directly with CXO level executives from K-12 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

Other roles at Apple ('03-'08) included an entry-level position as a Hi-Ed Campus Representative Team Leader where responsibilities included directing 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.

~~~~~ 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

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