Kendall E. Matthews - 602.492.6043 - Kendall@KendallMatthews.com

Vice President of Global Marketing & Communication
AppointmentPlus Software (Jan. 2013 - Nov. 2016)
A global SaaS (software-as-a-service) online application for businesses who provide services to customers on an appointment basis.

- I report directly to CEO and board. Responsible for market growth, revenue, and business insights.
- Winner of three American Marketing Association Awards - Phoenix.
- Provide operational vision, executive strategy and direction of change-management efforts for 80+ employees.
- Lead directors and managers using direct-response methodology,
- Increased strategic growth segments by 105%.
- Executed go-to-market strategies that increased monthly recurring revenue growth.
- Created predictive forecasting and analytic models using an advanced technology stack of 24+ tools.
- Implemented ROI analysis dashboards and process improvements to manage team (up to 25 members).

Head of Creative Marketing
Clearcall Solutions (Sept. 2011 - Sept. 2012)
Top 5 global value-added reseller for ADT Security & Dish TV Network.

- Reported directly to CEO and produced with $10+ million direct-response marketing budget.
- Collaborated with leadership team on P&L and performance-base marketing campaigns.
- Developed content for national television, radio, digital and print campaigns that focused on strategic markets.
- Lowered cost per leads by 21%; increased conversion ratios by 4%.
- Developed content for national television, radio, and print direct-response marketing campaigns.
- Lead aggressive A/B split-test content to improve CPLs & CPAs.
- Tested new creative concepts and advertising mediums to increase inquiry volume/sales.

Western United States Regional Head of Marketing & Sales
Parc Management (Oct. 2007 - Jun. 2011)
A conglomerate of the third largest family entertainment centers in the world.

- Guided multiple marketing directors on local brand development and sales processes.
- Created direct-response print advertising, community events, and online marketing campaigns.

Real Estate Business Owner
Keller Williams Realty (Aug. 2003 - 2014)
Real estate buying and selling services.

- From 2004 to 2008, sold and originated over $14MM in real estate and mortgage loan transactions.
- Execute integrated marketing campaigns to refer inquiries to real estate brokers and partners.

Division Marketing Specialist
Farmers Insurance Corporation (Arizona) (Apr. 2002 - Feb. 2004)
The Arizona corporate office tracked, managed, and trained field insurance representatives.

- Prepare $1MM annual budget and divisional revenue forecasts.
- Responsible for market research and analytics.

Assistant Branch Manager
Enterprise Rent-A-Car (Mar. 1999 - Mar. 2002)
Car rental company serving retail and insurance markets.

- Managed second largest multi-location branches in Arizona (400+ units) and employees (20+).
- Responsible for employee training, business development, customer service and cash controls.

Kendall E. Matthews - 602.492.6043 - Kendall@KendallMatthews.com

FORMAL EDUCATION

Purdue University — Lafayette, IN
BA - Communication - Marketing — May 1998

CONTINUED EDUCATION

- Excel Is Fun
- MBA Math - Villanova University
- Finance Theory - MIT 15.401

PUBLICATIONS

- Relief for Some of HR's Biggest Recruiting Headaches, December 2016, https://www.recruiter.com/i/relief-for-some-of-hrs-biggest-recruiting-headaches/
- Don't Become an Invisible Leader, Switch & Shift, July 2015, http://switchandshift.com/dont-become-an-invisible-leader-in-your-busiest-times
- The Busy CEO's 3-Step Guide to Getting More Done, CEO.com, April 2015, http://www.ceo.com/leadership_and_management/the-busy-ceos-3-step-guide-to-getting-more-done/

AWARDS/HONORS

- 2016 American Marketing Association - Spectrum Award Winner - Branding
- 2016 American Marketing Association - Spectrum Award Winner - Persona Development
- 2016 American Marketing Association - Spectrum Award Winner - Campaign Reporting
- 2015 LinkedIn Marketing Innovator - Inaugural Member
- 2015 American Marketing Association – Spectrum Award Finalist - Digital Marketing Campaign