

# MATTHEW HART

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## SUMMARY

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Seasoned entrepreneurial sales executive with over a decade of experience developing, managing and closing sales-cycles with Fortune 1000. Consistent track record of exceeding sales quota both as an individual contributor and team leader. Adept at researching, proposing and executing comprehensive go-to-market strategies that expand business opportunities and deliver high customer satisfaction ratings. Trusted senior-level manager who excels in fast-paced environments and highly matrixed organizations. Excel at presenting new products to internal stakeholders, business to business and consumer markets. Sought after SaaS evangelist and strategic thinker who is passionate about solving complex business challenges. Proven ability to exercise good judgment and to quickly grow a sales team. Lead by example and by mentoring direct reports.

## SKILLS

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- New Market Creation
- Product Evangelizing
- Sales Training
- Market Research & Analysis
- Territory Building
- Establish Sales Processes
- Business Conception and Growth
- Pipeline Development
- Relationship Management
- Mentoring and Coaching
- PaaS, SaaS
- Business Intelligence
- Identifying Ideal Customer Profile
- Creating top of funnel demand
- Complex Enterprise Selling
- Data-driven Analytics

## EXPERIENCE

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**Luna Care, Inc.**, Menlo Park, CA 2019 - Present

**Head of Business Development** (2019- Present)

- Spearhead go-to-market planning and execution of the demand side of the marketplace including building out the Physician Relations Manager function (inside sales).
- Delivered 4x quarter over quarter growth significantly reducing CAC in key markets
- Secured strategic partnership with market leading care coordination software company
- Established Luna's Advisory Council

**BetterWorks**, Redwood City, CA 2014 - 2019

**Vice President of Sales, West Region** (2016 -2019)

- Spearhead go-to-market planning and execution in close collaboration with the executive team including the CEO and Board of Directors.
- Delivered **68%** of all revenue for the company since the founding, increased deal size by more than 50% year over year and on track to exceed quota for 2017.
- Closed **\$1.8 million** deal, the largest in the company's history.
- Hired, managed and established guidelines for sales team including sales development, account executives and solutions engineers.
- Mobilize, mentor and lead enterprise account executives to consistently exceed individual and regional quotas.
- Develop regional plans as well as industry specific programs to expand market demand and improve share compared to competitors.
- Pursued and closed international sales in Asia and the Pacific (APAC) as well as Europe and the Middle East (EMEA) regions.
- Cultivate close relationships with C-level and human resource executives.

**Director of Sales, West Region** (2014 - 2016)

- Led the development and growth of sales as the first sales hire on the founding team, including the first ten customers, **112%** of quota in 2015, and **121%** of quota in 2016.

- Collaborated with internal teams and company executives to shape product strategy and to deliver effective business processes.
- Defined and implemented inside sales processes that have led to successful client prospecting, development and closings with strategic accounts such as Walmart, Intuit, GoPro, Disney and Zynga.
- Reported sales milestones, plans, pipeline development and counseled management team on expansion.
- Instituted end-to-end sales processes including lead generation, qualifications, negotiating, and contracts.

**Alchemist Accelerator**, San Francisco, CA

2014 - Present

**Faculty**

- Educate and mentor technical co-founders in early-stage, venture capital backed startups.
- Provide faculty expertise on sales processes with a goal of acquiring the first ten customers.
- Assist in establishing processes for sales qualification and discovery, objection responses, and contract negotiation.

**Badgeville, Inc. (acquired by Callidus Cloud)**, Redwood City, CA

2011 - 2014

**Senior Sales Executive, West Region**

- Evangelized disruptive technology company to successful strategic relationships with Wells Fargo, Chevron, and Microsoft
- Delivered largest OEM deal in company history launching the company's channel program
- Influenced and contributed to raising **\$40 million** in venture capital to become a leader in gamification.
- Achieved more than **20%** of North American sales, and **174%** of quota in 2014.
- Pioneered vertical use cases at Autodesk, Microsoft and Expedia. Expedia case was featured in the NY Times, May 2013.

**ADI Strategies, Inc. (acquired by Huron Consulting)**, San Francisco, CA

2008 - 2011

**Business Development Manager, Northern California**

- Developed and managed complex enterprise software and consulting sales cycles with CXO level contacts.
- Closed new business in accounts that ranged from **\$90 million** to **\$3 billion** in annual revenues.
- Achieved **104%** of quota in 2007, **163%** of quota in 2008, and **123%** of quota in 2010.
- Gained trust as a strategic partner by the Oracle's sales organizations.
- Demonstrated thought leadership by developing and executing key marketing strategies within the sector.
- Amplified growth in key business initiatives, including Platinum Partners and Oracle Accelerate.

**Hyperion Solutions/Oracle Corporation**, Santa Clara, CA

2006 - 2008

**Senior Account Manager**

- Tracked and analyzed and generated revenue for three open account territories.
- Managed complex business cycles during period when acquired by Oracle Corporation.
- Identified as a key and trusted resource for senior management which led to the ability to drive key accounts in the business intelligence sector.
- Drove the expansion of the demand for Enterprise Performance Management (EPM) applications.

## EDUCATION AND TRAINING

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**University of California, San Diego (UCSD)**, San Diego, CA  
**Bachelor of Arts**, Political Science and Psychology

2004

**The Art of Leadership: Communication, Creativity & Vision** - Dr. Ronal Alexander, PhD.

**The Art of Connection: 7 Relationship Building Skills Every Leader Needs Now** - Michael Gelb  
Storyleaders

Sandler Sales - Solution Selling

Miller Heiman - Large Account Management

MAP

Bay Group - Negotiation Training