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It's not everyday you find yourself looking back 20 years for your next career title, but that's exactly what I'm doing. I've honed business skills as a software marketing executive, operations VP, and other managerial roles in multiple technology companies. With the scars to prove it, I've developed the grit, focus and resourcefulness required of a bootstrapped entrepreneur with several of my own ventures. Now I'm looking for an opportunity to apply all that with a new team, in the role that began my career. Account executive.

Why?

I could make up some bullshit personal actualization platitude, but the honest truth is I want a better return on investment from my skills and energy. The bootstrapped entrepreneur's life has taught me well, but it's taken a toll financially. I'm keen to join a team with audacious expectations of me, and compensation to match.

I'm being deliberate about finding the right company to join. Good fit is as important to me as I'm sure it is to you, and that's why I'm looking forward to learning more about the needs of your company.

You can reach me via voice or text at 604-671-0012, or email at matt@mattsims.ca

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Sims', written in a cursive style.

Matt Sims

Matt Sims

SENIOR ACCOUNT EXECUTIVE

With a history of success in both large enterprise and startup roles, Matt is a software sales and marketing executive who uses entrepreneurial perseverance and grit to develop new accounts and sales revenue.

He is at his best:

- ✦ **Building durable relationships** based on trust and genuine interest in people's business and personal needs.
- ✦ **Designing and proposing creative technical solutions** to his customers' top priority problems.

FULL SPECTRUM VALUE

Engaging a broad background in business operations, sales and marketing, and software product development, Matt delivers on important business objectives:

- ✦ **Strengthening customer relationships** with natural interpersonal communication skills, impeccable professionalism, and an unwavering focus on the customer.
- ✦ **Supporting team culture** with a passion for sharing knowledge, supporting the goals of colleagues, and bringing a positive energy and attitude to the job every day.
- ✦ **Delivering on the goals** and objectives of the business—whether in revenue, profit, retention, or growth.

HISTORY OF SUCCESS

Sales, Account Management, Marketing & Operations

- ✦ Executed a turnaround sales and marketing strategy to scale a P2P software business to almost \$10 million in sales.
- ✦ Designed, launched and operated several entrepreneurial businesses—a design/marketing firm, a restaurant, and a data analytics consultancy and SaaS platform.
- ✦ Scaled the operational capacity of a quickly growing software company—tripling headcount, implementing systems and processes, and adding 3 new countries to a global footprint.
- ✦ A decade of business serving the legal sector—identifying needs, establishing trust with national and international prospects, developing and presenting value-based proposals, and generating contracted commitments.

Matt Sims

PROFESSIONAL EXPERIENCE

Co-Founder - Standpoint Decision Support Inc.

Vancouver | 2008-Present

Co-founded and launched a data-science regulatory analytics consultancy. Managed marketing strategy and execution, business development, client relations and project management.

Established Standpoint as international market experts in legal regulatory data analytics, and launched an online analytics platform called AvvyPro to provide systematic collection, data transformation and reporting for non-profit organizations in the legal sector.

Hired gun for multiple decentralized-tech startup projects

Vancouver/London | 2015-2019

Contracted for CMO, business development and operational roles in several early stage technology projects. Responsibilities included corporate/product branding, brand and product marketing, product development, and seed fundraising. Companies included OxCEPT Ltd., a decentralized P2P authentication technology company, Discover Origin, a network of blockchain-based decentralized smart cities, and Vanbex Group, a blockchain consultancy and product company.

Vice President, Marketing & Operations - Eyeball Networks Inc.

Vancouver | March 2011-Nov 2014

Lead global marketing strategy and execution for Eyeball Networks for two years. Increased online lead conversions 48% by optimizing the company's online presence including the website, corporate and product branding, social media, trade show presence, SEO and more.

Transitioned to an operational role to accommodate the quick growth of the business. Tripled sales and developer headcount with a global recruitment campaign, and expanded the corporate footprint into 3 new countries.

Business Development Manager - Lucent Technologies Inc.

Toronto/Vancouver | Jan 1999-July 2002

Managed Western Canada business development initiatives with the regional sales team. Team closed several major deals valued at over \$200M, saw revenue climb 122% over 2 yr. term. Responsibilities included researching and identifying needs in the Canadian telecom market, liaising with US product divisions, supporting client-side marketing teams, and managing regional product sales campaigns.

Account Executive - Bell Canada

Toronto | February 1994-Nov 1997

Consistently a top 10% account executive. Promoted quickly 4 times in 4 years, finishing on a team of communication specialists assembled to lead penetration of new emerging network solutions offered by Bell Canada, with a focus on the company's top tier accounts in Ontario.

Matt Sims

LEARNING & INTERESTS

Education

“The cure for boredom is curiosity. There is no cure for curiosity.”

~ Dorothy Parker

I’m curious and driven to learn, and have always had a knack for quickly gaining understanding of a subject or problem to be solved. I entered the business world early out of high-school and built my own education out of necessity and opportunity.

My education didn’t come in the form of an institutional degree. It’s based on first-hand experience, the valuable guidance of veteran business mentors, and the priceless wisdom gained through making my own mistakes.

Platform proficiencies - user & administration

- ◆ Salesforce
- ◆ Pipedrive
- ◆ Hubspot (CRM/Marketing/Sales)
- ◆ Atlassian Suite (Jira, Confluence, Bamboo)
- ◆ Trello
- ◆ Asana
- ◆ Slack
- ◆ Google Suite
- ◆ MS Office
- ◆ Apple Office Suite
- ◆ Wordpress

Programs and courses:

- ◆ Decker Communications - Communicate to Influence
- ◆ Holden International - Power Base Selling
- ◆ FranklinCovey - 7 Habits Signature Program
- ◆ Priority Management - Priority Manager/Planning

Interests

When I’m not focused on my business interests, you can often find me out in the woods or at the beach with my wife and two children, getting dirty and sharing our curiosity for the world.

I have a deep interest in health, fitness, and nutrition, and believe keeping these optimized is the secret to my well of energy and stamina.