

Matthew Mullen

Manhattan Beach, CA

626-818-2525(c) 310-802-8976(h)

mhmullen@icloud.com

Sales Management Executive

A High-Energy Sales Leader providing vision, strategy & innovation to achieve Sales & Business Unit Goals.

Professional Experience

Mullen Consulting & Investment, President	2017-Present
Hansol America, Western Regional Sales Manager	2016-2016
The Newark Group (Caraustar)	1993-2015
Sales Director – Mill Converted Sales, Caraustar Ind., Austell, GA	2015-2015
National Sales Manager, The Newark Group, Cranford, NJ	2013-2015
General Manager, Newark Custom Paperboard, Los Angeles	2005-2013
General Manager, Newark Paperboard Products, Mira Loma, CA	2001-2005
Production Supervisor, The Newark Group	1999-2000
Sales Representative, The Newark Group	1993-1999

Select Accomplishments

Management & Operational Development

- P&L responsibility for a Paperboard Converting Facility with 45 employees and annual sales of \$15 million
- Responsible for \$36 Million in Sales for a Paperboard Converting Division
- Developed & Implemented Objectives, Goals, Strategies & Measures plans (OGSM) for the operation

Performance & Process Improvement

- Reduced labor costs 25.4% in 5 years through Efficiency Improvements.
- Reduced waste 37.6% through Process Improvements
- Improved annual Net Income from \$1.2M loss to \$1.1M profit
- Improved reporting for key production & sales analytics (KPI development & MDI implementation)

New Product Innovations & Market Development

- Designed & developed new products that resulted in nearly \$1MM new annual sales
- Expanded product lines into new markets to reduce the cyclical impact of the existing business
- Implemented Market Focus Segmentation Program to improve Sales efforts

Strategic Leadership & Planning

- Performed Divisional Business Planning, and Sales Forecasting & Budgeting
- Measured, mentored, inspired and cultivated a high-performance sales culture
- Developed & implemented training programs for new hires
- Developed Business Plans focused on growth and profit improvement

Product Positioning & Pricing

- Managed product pricing & margin expectations based on value-added and competitive factors
- Developed marketing approach and materials

Key Customer Relations

- Contract negotiations & price changes – developed & implemented numerous contracts and price increases
- Corporate relationship development and conflict resolution – focused on win/win results

Education

Lehigh University, Bethlehem, Pennsylvania – BS Geology/Earth Sciences (1989)
Keller Graduate School of Management – Accounting I & II (2001)
UCLA – Financial Management course work (2016)