

# MATTHEW CHRESTENSON

Executive Strategist | Brand Architect | Platform Developer

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## Executive Summary

**AI-augmented strategist** and brand architect with **30+** years of creative leadership, using **LLMs** and **generative AI** to accelerate **research**, content **production**, and visual asset creation at **enterprise** scale. Demonstrated ability to **transform** complex market **intelligence** into investor-ready documentation, brand strategies, and full-stack digital products—work that previously **required teams**, now executed with **AI-assisted** workflows.

Unique combination of **studio-grade production experience** (Disney, National Geographic, Ridley Scott Associates), **hospitality brand-building** (six successful ventures from concept to exit), and **current AI-first strategic advisory** across health technology, hospitality, and consumer goods. Not just **AI-literate—AI-native**: using these tools as thinking partners, not just productivity shortcuts.

## Core Competency Matrix

Domain	Proficiency	Evidence
Corporate Strategy	Expert	VUCA framework, category creation, exit architecture
Brand Development	Expert	Six hospitality brands built from concept to exit
Financial Modeling	Expert	Investment memoranda, ROI analysis, capital deployment
Patent/IP Strategy	Expert	Multi-patent portfolios, FTO compliance, valuation
Product Architecture	Expert	Hardware-software platforms, metric development
Technical Development	Expert	React/TypeScript, PostgreSQL, full-stack SaaS
Hospitality Development	Expert	Concept-to-exit execution: R&D, ABC, permitting
Market Analysis	Expert	Multi-segment sizing, competitive landscape

# Executive Leadership & Strategy

## Corporate Strategy & Vision

- Category creation at intersection of industries (longevity medicine, fitness tech, medical devices)
- VUCA Framework application for navigating volatile, uncertain business environments
- Multi-frame positioning for different audience segments without strategic contradiction
- Strategic optionality design preserving flexibility while establishing foundational commitments
- Exit strategy architecture—PE acquisition, licensing platform, FDA-cleared device, and public markets

## Business Transformation

- IP-first business model design transforming hardware companies into licensing platforms
- Valuation multiple arbitrage repositioning from low-multiple (1-2x) to high-multiple (8-15x) categories
- Platform business development supporting OEM licensing, SaaS subscriptions, and direct sales
- Franchise model architecture including economics, support systems, and scalability frameworks

## Business Model Innovation

- Aggregator/consolidator business model development
- Joint venture structuring with healthcare systems, real estate developers, and strategic partners
- Partnership structure analysis and implementation
- Multi-market expansion strategy design with geographic rollout sequencing

# Financial Leadership

## Corporate Finance

- Investment memorandum development with institutional-grade documentation
- Multi-year pro forma development (3-5 year projections)
- Financial modeling including 24-month capital deployment projections, unit economics analysis
- ROI analysis using institutional stress-testing methodologies (160x+ return multiples demonstrated)
- Budget development across IP prosecution, clinical validation, regulatory submissions

## Pricing Strategy

- Veblen good positioning where price signals quality and efficacy
- Segment-based pricing architecture (\$15K-\$80K ranges across market segments)
- Recurring revenue modeling converting hardware sales to ARR
- Membership tier structuring with premium positioning

## Investment Strategy

- Milestone-based funding structures tied to value-creation events
- Risk register development with probability weighting and impact analysis
- Asymmetric return identification with bounded downside and exponential upside
- Capital expenditure planning and working capital forecasting
- Break-even analysis and payback period modeling (18-24 month targets)

# Intellectual Property & Patent Strategy

## Patent Portfolio Development

- Provisional patent and omnibus drafting with technical specifications and FTO compliance language
- Multi-tier patent architecture (Foundational → Diagnostic → Algorithmic → Application)
- Patent valuation using comparable transaction analysis (\$180M–\$450M portfolio estimates)
- Priority date strategy managing critical filing windows

## Freedom-to-Operate (FTO) Analysis

- Competitive patent landscape analysis (USPTO, EPO, WIPO, CNIPA)
- Design-around strategy development avoiding competitor claims
- White space identification for patent claim development
- IPR vulnerability audits and litigation-tested validation planning

## Trademark Strategy

- Brand architecture development with coherent naming conventions
- Trademark filing strategy for novel terminology
- Layered protection strategy (utility + design + trade secrets)

# Brand Strategy & Marketing

## Brand Development

- Built six distinct hospitality concepts that became cultural anchors
- Brand storytelling across food, wellness, and performance markets
- Brand voice development and messaging framework creation
- Competitive differentiation through authentic positioning

## Strategic Marketing

- Multi-channel campaign development and execution
- Budget allocation optimization (\$2K/month guerrilla to \$30K+ strategies)
- Lead generation funnel design targeting 50–150 qualified leads monthly
- Conversion rate optimization (20–30% chat-to-consultation targets)

## Content & Creative

- Documentary film series production (broadcast-quality)
- Podcast strategy and content ecosystem development
- Video-first product launch campaigns
- Micro-influencer program development

## Digital Marketing

- Local SEO strategy development
- Google Local Services Ads, Google Ads, Meta advertising
- Citation building directories
- Marketing automation and CRM implementation (HubSpot, Pipedrive)

# Product Architecture & Development

## Technical Product Design

- System architecture for integrated hardware–software platforms
- Metric development and scoring methodologies (proprietary diagnostic metrics)
- Algorithm design for real–time adaptive systems
- Wearable integration with commercial platforms (WHOOP, Apple Watch, Garmin, Oura)

## Full–Stack Development

- **Frontend:** React 18, TypeScript, Tailwind CSS, Progressive Web Apps
- **Backend:** Node.js, Express, PostgreSQL, Supabase, Edge Functions
- **Architecture:** Component–based design, state machine patterns, offline–first
- **Security:** Role–based access control, multi–tenant data isolation, RLS policies

## Product Management

- Requirements documentation and feature specification
- Phased roadmap planning with dependency mapping
- Sprint planning and development team coordination
- MVP scoping and iterative refinement

# Healthcare Industry Expertise

## Medical Billing & Reimbursement

- CPT code expertise (97110, 97112, 97116, 97530, 97150)
- Medicare MPPR calculations and 8–minute rule compliance
- Insurance reimbursement rate analysis and revenue modeling
- Multi–payer engine design (Medicare FFS, MA, commercial)

## Clinical Operations

- Physical therapy clinic operations and economics
- Evidence–based program design (Otago, Matter of Balance)
- Clinical outcomes measurement and reporting
- Physician referral network development

## Regulatory Compliance

- HIPAA technical safeguards (administrative, physical, technical controls)
- FDA regulatory strategy (SaMD classification, 510(k) pathway planning)
- Medicare fraud and abuse prevention
- Anti–Kickback Statute compliance and safe harbor navigation

# Sales & Business Development

## B2B Enterprise Sales

- High-ticket medical equipment sales (\$21,500-\$50,000+ per unit)
- Complex 8-12 month healthcare procurement cycle navigation
- Committee-based purchasing process management
- Multi-stakeholder relationship building

## Sales Operations

- Trial-to-close conversion strategy development
- Pipeline management and deal prioritization
- Sales process systematization and playbook development
- CRM administration and optimization

## Deal Structuring

- Equipment financing arrangement (lease, purchase, EaaS models)
- Contract negotiation and warranty structuring
- Multi-year service agreement development

## Industry Expertise

<div><h3>Hospitality &amp; Food Service</h3><ul style="list-style-type: none"><li>• Six hospitality concept launches from concept through profitable operation</li><li>• Head chef experience, farm-to-table operations, craft brewing</li><li>• P&amp;L management and cost-control analytics</li><li>• Subcontractor relationship management</li></ul></div>	<div><h3>Health &amp; Wellness</h3><ul style="list-style-type: none"><li>• Longevity market analysis</li><li>• Exercise physiology knowledge (VO2 max, cardiorespiratory dynamics)</li><li>• Fall prevention and balance training protocols</li><li>• Senior fitness and aging-in-place market dynamics</li></ul></div>	<div><h3>Home Services</h3><ul style="list-style-type: none"><li>• Kitchen and bathroom remodeling operations</li><li>• Three-tier pricing structure development</li><li>• ADA compliance and universal design principles</li><li>• Subcontractor operational model implementation</li></ul></div>
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# Technical Proficiencies

## Development & Design

Category	Tools & Technologies
Frontend	React 18, TypeScript, Tailwind CSS, Vite, GSAP
Backend	Node.js, Express, PostgreSQL, Supabase, Redis
Design/Video	Adobe Creative Cloud (full suite), DaVinci Resolve
AI/Content	Claude Code, Gemini, MidJourney, Runway ML, VEO 3
Web Platforms	Replit, Framer, Webflow, WordPress

## Business Systems

Category	Tools & Technologies
CRM	Pipedrive, HubSpot, JobNimbus
Analytics	Google Analytics 4, Microsoft Clarity, Search Console
Documentation	Notion, Markdown, Technical specifications
Project Management	Agile/Scrum, risk management, roadmap planning
Financial	Excel/Sheets modeling, investment memoranda

## Healthcare & Regulatory

Category	Knowledge Areas
Standards	HL7 FHIR R4, HIPAA, CMS billing rules
FDA Pathways	510(k), De Novo, SaMD classification
IP Systems	USPTO, EPO, WIPO, CNIPA
Compliance	HIPAA, AKS, Medicare billing

# Professional Attributes



## Key Achievements

<b>Financial Modeling</b> Unit economics, capital structure, investor-ready projections	<b>6 Ventures → Exit</b> — Hospitality concepts built from scratch through profitable sale	<b>Full-Stack Technical</b> — Built production SaaS platforms; can spec and ship, not just strategize
<b>\$180M-\$450M IP Portfolio</b> — Architected 19-patent strategy with full FTO compliance	<b>Institutional-Grade Analysis</b> — Strategic intelligence briefs on \$1B+ public companies	<b>Studio-grade production experience</b> (Disney, National Geographic, RSA)