

# Matthew Landen

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## WORK EXPERIENCE

### **SOLUSION INC: *Regional Sales Manager & Commercial Project Developer*** (Apr. 2018 – Present)

- Transitioned to smaller solar company for a management position and for increased sales flexibility.
- I created scripts and marketing strategy for our door-to-door sales team and created strategies for retaining new-hires.
- After 1st year: I signed \$1.1+ million in business and my team broke \$5 million.
- I designed comprehensive commercial solutions, which included upgrading lighting, installing high-energy appliances, roof coating, and more. I'd develop photometrics through CAD, would quantify the energy reductions to calculate the final solar size needed, and would create the solar layout through various cloud based software.

### **TESLA: *Solar Energy Consultant*** (Feb. 2017 – Apr. 2018)

- By my 2nd month I was 12th in our region (100+ associates from 4 states) and broke \$250,000 in sales by month 3.
- We are the customer's primary contact from the moment we create the lead until the panels are installed (Usually 2-3 months)
- Responsible for customer acquisition, sale, and retention.

### **STELIAN ONUFREI FOR CONGRESS: *Senior Data Analyst*** (Sep. 2017 – May 2018)

- Gathered, tracked, and processed data for the 550,000+ registered voters in our district to help formulate messaging tactics and automate campaign procedures.
- Gathered internal data from within the campaign to quantify impacts to assure money isn't wasted.
- Managed, tracked, and scripted our canvassing efforts and managed our volunteer efforts.

### **MECHFINDER: *Director of Sales & Marketing*** (Jan. 2015 – Feb. 2017)

- This was my master's degree in business management. I helped create this startup from day-1.
- Some of my responsibilities included; graphic design, acquired initial funding of \$85,000, establishing business infrastructure/documentation, created the marketing strategy & reputation management systems, assessed cost-benefit analysis of potential risks and opportunities, and dictated expenses allocation.
- Managed a team of 5 from initial idea to product launch
- Establishing corporate partnerships (ie: parts authority gave our mechanics wholesale prices, & then gave us a 10% kick back for each referral)

### **PROJECT MILLION: *CEO*** (Sep. 2010 – May 2015)

- This program I founded soon became the nation's most effective children's health program.
- I established partnerships with Phoenix Suns, Sprouts, SweetLeaf, and more our 1st year in business, and would go on to work with many of the nation's largest children's health organizations, such as Let's Move.
- Unfortunately, even though we did a lot of great things, I simply wasn't able to generate enough money to live on. This is why I had to step away, but I'd love to get back to it as a hobby someday.

## VOLUNTEER WORK

### THE FIRST TEE:

(May 2016 – Present)

- For the past three years I've done a lot of work with the First Tee of Phoenix. I've helped them coordinate charity golf tournaments, helped in fundraising, and assisted in basic administrative work such as creating fliers in photoshop, or developing logistics for new campaigns they're running.
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## EDUCATION

### DALE CARNIGIE COURSE (Bi-Annually Since 2012)

- Constant continued education in personal development, public speaking, management, sales, etc.

### GLENDAL COMMUNITY COLLEGE: *Glendale AZ* (2012: Associates in buss. Management)

- Honors & Phi Theta Kappa Graduate (Dedicated to top 5% of graduates)
- Participated on men's golf team & in honors advisory council.

### FOSSIL RIDGE HIGH SCHOOL: *Fort Collins, CO* (2008: Honors graduate w/ 3.95 GPA)

- 30 on ACT (Top 2% of the country for writing, math, and cumulative total)