

Matthew Hershman

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EXPERIENCE

CustomInk.com, Fairfax, VA

The leading custom t-shirt company in the U.S., with over 50 million t-shirts sold since its founding in 2000, and annual revenues over \$200 million. The company has grown from a team of 250 in 2009 to over 1,500 today.

Vendor Coordinator

June 2012 – Present

Manage 40 contract manufacturers across the U.S. and Canada, accounting for \$20 million in production capacity. Responsible recruiting new manufacturers, expanding capacity and capabilities with existing partners, and managing performance and order distribution through daily interaction with owners, executives, and production managers at multi-million dollar manufacturing facilities. Lead process and systems improvement projects to increase efficiency, profits, and partnership health.

- Led an Agile Development team to create and successfully launch a production system used by over 100 contracted companies to access and interact with daily workflow, inventory, shipping, manufacturing requirements, performance reporting, and billing
- Developed and championed innovative state-based model for order distribution, improving utilization of company resources and reducing shipping time and cost.
- Improved production accuracy in the underperforming Midwest and Southeast United States to beat network average by 28%
- Hired 20 new contract manufacturers with 90% success rate, outperforming department average of less than 60%
- Doubled production capacity to \$20 million within 2 years to support 40% year-over-year company growth

Lead Sales Representative

August 2011 – June 2012

Supported a team of Sales & Service Representatives through performance analysis, coaching, and mentoring. Supervised 40 Sales & Service Representatives as shift manager for nights and weekends.

- Mentored 2 new employees, both of whom became the department's top performer within 3 months
- Led the rollout and successful implementation of a new proprietary CRM tool and best practices for its use

Sales & Service Representative

August 2009 – July 2011

Spoke to approximately 30 customers on a daily basis in a high paced sales environment. Collaborated with team members in multiple operations departments to resolve customer complaints and order-related issues.

- Closed over \$1,000,000 in sales within two years, becoming the youngest employee to do so
- Outperformed sales volume and lead conversion goals as the department's top performer in 2010

EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD

Bachelor of Science, Marketing

May 2009