

MATTHEW HERSHMAN

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EDUCATION

CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS

Pittsburgh, PA

Master of Business Administration – MBA

5/17

- Concentrations: **Strategy, Marketing, Operations Management**
- Track: **Entrepreneurship in Organizations**
- Club Memberships: Business & Technology, Entrepreneurship, Marketing
- Leadership: Graduate Entrepreneurship Club EVP, Wine Club President, Israel Trek Leader

UNIVERSITY OF MARYLAND – COLLEGE PARK

College Park, MD

Bachelor of Science in Marketing

5/09

- Memberships: Alpha Epsilon Pi, College Park Scholars
- Honors: President's Scholarship Recipient

EXPERIENCE

CUSTOMINK.COM (*Leading e-commerce retailer of custom t-shirts. Sales 2009: \$60M, 2015: \$300M+*) Fairfax, VA
Vendor Operations Manager (6/12 – 7/15) 8/09 – 7/15

- **Strategic Analysis:** Developed a three year operations and production plan to increase output in Canada by 700%. Spearheaded implementation as part of a company-wide test of further international expansion.
- **Innovation & Strategy:** Created and pitched a new production distribution model to the VP of Operations and COO that led to an 11% decrease in expedited shipments, and balanced production network utilization across the United States, eliminating the need for additional seasonal capacity.
- **Product Management:** Led an agile development team to create and launch an industry leading production system used by over 100 contracted companies. Developed and managed project scope statement, roadmap, feature set, user stories, wireframes, and requirements as Product Owner. Coordinated with internal and external stakeholders including C-Suite. Led user feedback initiatives and training of all users.
- **Leadership:** Doubled production capacity to \$60 million within two years to support 40% annual revenue growth. Hired 20 contract manufacturers with 90% success rate, versus department average of less than 60%.
- **Problem Solving:** Tasked with reducing error rate in an underperforming region. Managed a network of 40 contract production facilities through process improvements and realignments, improving production accuracy in the region by 28%, outperforming the company-wide average.

Lead Sales Representative (8/11 – 6/12)

- **Leadership & Teamwork:** Mentored two new employees, each successively named top performer of a 150-member department within three months.
- **Process Improvement:** Led the successful implementation of a new proprietary CRM tool and best practices for its use to a department of 150 sales representatives. Increased efficiency by 10% within two months, reducing the need for additional hiring.

Sales Representative (8/09 – 7/11)

- **Communication:** Recognized as the department's top performer in 2010. Advised 25-40 customers on a daily basis in a highly collaborative sales environment. Outperformed sales volume and lead conversion goals by more than 20% per month through relationship management and consulting with customers on order specifics.
- **Results Driven:** Closed over \$1,000,000 in sales within two years, becoming the youngest employee to achieve this milestone.

ADDITIONAL INFORMATION

- Travel Abroad: Panama, Israel, Denmark, Alaska, Austria, Germany, France, England, Netherlands, Liechtenstein, Italy, Switzerland, Vatican City, Monaco, Japan, Canada, Mexico, Jamaica
- Interests: International & Domestic Travel, Road Trips, Vinyasa Yoga, Burgeoning Oenophile