

Matthew J. Riehl

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Business Development Executive

Senior level sales executive focused on cultivating and advancing client relationships to grow the business and drive results.

Prime Resources Corporation (aka Prime Line), Bridgeport, CT (Exton, PA) 2006 – 2017

MID-ATLANTIC REGIONAL SALES MANAGER

Developed and managed top distributors in the Mid-Atlantic region for a large line of promotional products

- Consistent performer responsible for leading the company's third largest dollar volume sales territory
- Cultivated successful long-term partnerships with top distributors including several in the TOP 40 distributor listing by ASI.
- Successfully launched new products including incorporation of several new lines and acquisitions
- Integrated marketing platforms and tools into the distributors' systems to increase sales and enhance customer experience
- Consistently developed and implemented innovative sales and marketing strategies to increase revenue and enhance preferred vendor status in key accounts including sales collateral, contests, direct marketing and end-user joint calls.
- Developed a virtual presentation platform to better display product design and capabilities optimizing the digital customer experience
- Regional Sales Manager of the Year - 2010
- Supplier Rep of the Year – Philadelphia Area Promotional Products Association – 2014
- Outstanding Performance in Territory – 2015

Elsevier, Philadelphia, PA 2006

BUSINESS DEVELOPMENT MANAGER

Developed and managed region selling educational support materials in the life sciences industry

- Responsible for introducing and adapting the Netter Collection of anatomical illustrations for use in medical education materials.
- Developed and implemented several creative sales tools using the Netter illustrations to increase sales and product applications.
- Developed a cross-sell/up-sell strategy, presenting complementary products, materials and formats from the Elsevier product platforms including medical journals and texts.

BIC Graphic USA, Clearwater, FL (Exton, PA) 1997 – 2006

NATIONAL ACCOUNTS MANAGER – EXPANDED MARKETS 2001 – 2006

Developed and managed the Northeast region selling BIC Graphic USA brands through authorized distributors within the pharmaceutical vertical market

- Responsible for leading the company's largest dollar volume sales territory.

- Developed and implemented several creative sales and marketing strategies to gain increased market share in the competitive pharmaceutical marketplace.
- Successfully orchestrated preferred supplier status with a Top 5 pharmaceutical company – Glaxo Smith Kline
- Produced growth in newly introduced BIC product categories
- Exceeded sales plan in 2001 and 2003.

NATIONAL ACCOUNTS MANAGER - Northeast 2000-2001

- Promoted to grow key accounts in the Northeast.
- Managed Key accounts such as Geiger, CYRK and Staples to sales growth.

ZONE MANAGER – Philadelphia Zone 1997–2000

- Effectively motivated distributor salespeople through extensive group sales training, individual conferences, joint client calls and trade show presentations. Built relationships to develop mindshare with distributor sales representatives. Coordinated and participated in regional and national industry trade shows.
- Elected to Board of Directors/Membership Chairperson for SACDV ('99-'00)

Other Related Positions

SPECIAL MARKETS MANAGER – The Gillette Company 1994-1997

TERRITORY MANAGER – Whitehall Laboratories 1991-1994

Education

University of Delaware, Newark, DE

Bachelor of Arts in Communication with Interpersonal/Organizational Concentration

Minor in Political Science, Graduated Cum Laude