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### **Experienced and Creative Account Sales Manager**

Exceptionally motivated account sales manager with 20+ years of working independently and with little supervision while strengthening customer relationships, increasing revenue, meeting objectives and key performance indicators, while creatively demonstrating multiple programs on-site and remotely to distributor partners.

*Jules Scheck Associates LLC, Montville, NJ*

**2018– Present**

#### **MID-ATLANTIC REGIONAL SALES MANAGER (Currently laid off due to Covid-19)**

Cultivate business with key distributor clients in the Mid-Atlantic region for a multi-line rep group agency with over a dozen product lines across top selling categories. Capitalize on my strong distributor relationships to influence sales and present capabilities to top accounts. Coordinate multiple projects daily with several manufacturers including presentations, joint sales meetings, and marketing materials to uncover new opportunities and close sales.

- Consistently grew sales with majority of lines in 5-8% range (\$9 M annual sales)
- Multi-line Rep of the Year – Philadelphia Area Promotional Products Association – 2018

*Pacesetter Awards, Chicago, IL*

**2017– 2018**

#### **NORTHEAST SALES MANAGER**

New position to achieve new business and manage top distributors in the competitive Northeast region for awards and recognition category. Utilized my strong relationships to grow the territory 10% over the first six months.

- Created new marketing tools and platforms to enhance the awards and recognition category as well as expansion into traditional promotional business gift category.

*Prime Resources Corporation, Bridgeport, CT*

**2006 – 2017**

#### **MID-ATLANTIC REGIONAL SALES MANAGER**

Managed and boosted the third largest dollar volume (\$8 M annual sales) sales territory in the Mid-Atlantic region for an extensive line of promotional products by identifying needs and providing timely solutions to fit budgets and event requirements for clients. Integrated company and my own marketing platforms to increase sales and enhance customer experience, while incorporating new lines and product acquisitions.

- Key Account Management - Furthered successful long-term partnerships with top regional distributors with strategies to increase revenue and enhance preferred vendor status utilizing sales collateral, contests, direct marketing and end-user joint calls.
- Established a NEW virtual presentation platform to better market product designs and capabilities optimizing the digital customer experience which was implemented as the preferred company standard.
- Regional Sales Manager of the Year - 2010
- Supplier Rep of the Year – Philadelphia Area Promotional Products Association – 2014
- Outstanding Performance in Territory – 2015 (growth of 10+%)
- Exceeded sales forecast: 2006, 2007, 2010 - 2015

**BUSINESS DEVELOPMENT MANAGER**

Developed and generated sales by featuring medical educational support materials in the life sciences industry to the pharmaceutical manufacturing and marketing teams including Glaxo Smith-Kline, Sanofi-Aventis, Auxilium. Responsible for introducing and adapting the well-respected Netter Collection of anatomical illustrations for use in medical education materials to be shared with medical professionals and patients. Established cross-sell/up-sell strategies, presenting complementary products, materials and formats from the Elsevier product platforms including medical journals and texts.

- Created new and innovative tools using the Netter illustrations to assist medical professionals in the diagnosis and treatment of conditions with patients while increasing Netter Collection revenue.

*BIC Graphic USA, Clearwater, FL*

**1997 – 2006**

**NATIONAL ACCOUNTS MANAGER – EXPANDED MARKETS 2001 – 2006**

Managed the pharmaceutical vertical market in the Northeast region through authorized distributors. Piloted tactics during a tumultuous marketplace while overseeing the company's largest dollar sales volume territory (\$12 M annual sales).

- Designed and implemented several creative sales and marketing strategies to gain increased market share in the competitive pharmaceutical branding marketplace (CURITALL).
- Produced growth in newly introduced BIC product categories, exceeded sales plan in 2001 (4%) and 2003 (6%)
- Achieved preferred supplier status with a Top 5 pharmaceutical company – Glaxo Smith Kline

**NATIONAL ACCOUNTS MANAGER - Northeast 2000-2001**

Promoted to grow key accounts in the Northeast and managed Key accounts: Geiger, CYRK and Staples to sales growth.

**ZONE MANAGER – Philadelphia Zone 1997–2000**

Effectively motivated distributor base through extensive group sales training, individual conferences, and trade show presentations. Built relationships to develop mindshare and increase distributor sales of BIC Graphic products. Coordinated and participated in regional and national industry trade shows.

- Elected to Board of Directors/Membership Chairperson for SACDV (regional trade association) ('99-'00)

***Other Related Positions***

**SPECIAL MARKETS MANAGER – The Gillette Company 1994-1997 (promotional products division in Mid-Atlantic)**

**TERRITORY MANAGER – Whitehall Laboratories 1991-1994 (consumer products sales in Eastern Pennsylvania)**

**Education**

**University of Delaware, Newark, DE**

Bachelor of Arts in Communication with Interpersonal/Organizational Concentration

Minor in Political Science, Graduated Cum Laude

Studied abroad in England (1989)

**Volunteer**

**Penn Fusion Soccer Academy West Chester, PA**

Team Manager and Team Treasurer 2017 - Present