

MATTHEW LIEBHOLD

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PROFILE

Marketing leader with over 10 years of experience in end to end marketing, agencies, B to B and B to C campaigns, and entrepreneurial ventures. Thrives in fast paced, dynamic, and intellectually demanding atmospheres. Passionate commitment to organizations that integrate a cleantech focus into innovative business models.

SELECTED ACCOMPLISHMENTS

- Developed commercialization and marketing plans leading to \$1M in STTR funding for an early stage company.
- Utilized extensive experience with metrics and analytics to increase online content engagement more than 350 percent year over year.
- Led multifunctional team in successful build, launch, and marketing of a micro-charity that has helped more than 280 families avoid homelessness to date.
- Founded CleanTech Boston and provided market analysis, pricing, inbound and outbound marketing consulting.

PROFESSIONAL EXPERIENCE

CleanTech Boston (2009-Present)

Boston, MA

Founder. Provided end-to-end marketing, strategy, and technology consulting for clients across a variety of verticals.

- Launched inbound marketing campaign for a \$2M annual revenue business leading to 30% increase in online leads and a 7% increase in revenue.

Selected clients include:

Genzyme. Delivered strategic and marketing consulting to the Leadership and Organization Development group.

- Collaborated with internal teams to design, execute, and report on end-to-end marketing strategy promoting leadership development programs and materials to more than 10,000 employees.
- Increased reach and engagement of content by more than 350% year over year.

Millville Partners and Advanced Energy Solutions (AES). Led effort to increase energy conference attendance 300%.

- Created and implemented comprehensive marketing and sponsorship plan driving conference registration.
- Identified key industry partnerships to expand targeted marketing reach by more than 250%.

Clean Economy Network – Boston (Co-Chair). Organized, led, and grew the Boston chapter of the largest professional cleantech networking organization in the United States.

- Planned and executed monthly networking, content driven, and policy based events, as well as communication campaigns for more than 1500 cleantech entrepreneurs, innovators, venture capitalists and service provider members.

Boathouse Group (2008-2009)

Waltham, MA

Account Manager. Managed client relationships and interactive marketing projects across multiple accounts.

- Worked with client accounts totaling more than \$2M to determine strategy and scope of digital advertising and interactive marketing projects while managing internal teams and resources.
- Coordinated creative, technical, and marketing resources to conceptualize, build and launch SmallCanBeBig.org, a micro-charity generating more than \$140K of donations in one year.
- Developed product roadmaps and financial models for internally incubated entrepreneurial projects. Conducted partner and vendor interviews and led selection process.

Digitas (2007-2008)

Boston, MA

Senior Analyst (Technology Enablement). Performed interactive marketing project management and planning.

- Created project scoping, resource analysis and allocations, and assisted in budgetary process for \$5M of new initiatives and ongoing site work for two Fortune 50 companies

- Enhanced and maintained four sites in the General Motors web portfolio with more than 10,000,000 unique annual users.
- Managed team of nine offshore developers and coordinated projects with multiple clients and creative agencies.

Carolina Entrepreneurial Fellows (2006)

Chapel Hill, NC

Entrepreneurial Fellow, Bilboa Energy and Center for Sustainable Enterprise Consulting.

- Researched and created feasibility and operational models for a \$300 million Municipal Solid Waste-to-Energy facility.
- Recommended best funding, organizational structure and timeline to entrepreneur.

Entrepreneurial Fellow, Southeast TechInventures

- Analyzed and developed segmentation plan to determine primary and secondary total addressable markets.
- Created commercialization plan and financial models to raise \$1M in funding.

Harvard University, Graduate School of Arts and Sciences (2003-2005)

Cambridge, MA

Acting Director of Technology. (2004) Led departments technology strategy and purchasing.

- Researched companies and technologies for comprehensive student information database. Successfully presented proposal to Administrative and Academic Deans leading to platform selection and purchase of the \$200,000 project.

Systems Administrator. Managed all technology needs for departmental officers and staff.

- Led project to design and implement new admissions database and application management systems to handle 10,000 annual applications for 55 departments.

Other Relevant Experience

Welsh Consulting (Network Consultant). Analyzed and implemented network and desktop solutions.

- Worked within teams to advise 30 clients of internet security and communications issues.

Quallaby Corporation (Professional Service Engineer). Provided on-site implementation, training and consulting to potential and current customers in the Internet Service Provider industry.

- Developed initial needs assessments, product implementation planning, and long-term support planning for clients.

EDUCATION

Master of Business Administration (MBA). 2007

Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC

Concentrations in Entrepreneurship and Sustainable Enterprise.

Merit Fellow (Full Tuition) 2005-2007.

Member, Beta Gamma Sigma. Co-founder, Wine Club. President, IT Advisory Board.

Bachelor of Science and Engineering (BSE) in Materials Science. 1999

University of Pennsylvania, Philadelphia, PA

Minor in Mathematics.

Member, Hexagon Engineering Society. Member, Men's Club Ultimate Frisbee. Representative, Sports Advisory Council.

ADDITIONAL INFORMATION

Professional: Events Chair for Cleantech Open Northeast Region, Co-Chair Clean Economy Network Boston Chapter, Commissioner of Somerville Conservation Commission, Chair and Founder, Boston Cleanweb Hackathon

Activities: Commissioner's Council Boston Ultimate Disc Alliance, Swing Dance Instructor