

MATTHEW LIEBHOLD

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PROFILE

Experienced marketing and technology professional with successful experience in a broad range industries and companies. Proven ability to lead cross-functional team and deliver results. Thrives in fast paced, dynamic, and intellectually demanding atmospheres. Strong communicator who enjoys leading and working in teams. Passionate commitment to organizations that integrate an environmental focus into innovative business models.

PROFESSIONAL EXPERIENCE

CleanTechBoston.com (2009-Present) Boston, MA

Founder. Concepted, launched and maintained a site dedicated to building the CleanTech cluster in Greater Boston.

- Identified need for community networking calendar and central news source related to CleanTech in a fractured landscape of networking organizations and special interest groups.
- Launched social media channels promoting local news and events. Tripled number of followers in past year.

Genzyme Corporation (PrO Unlimited) (2010-Present) Cambridge, MA

Consultant. Delivered strategic and operational consulting to the Leadership and Organization Development group.

- Designed, executed, and reported on a multi-phase, global rollout of leadership development technical platforms.
- Collaborated with internal teams to deliver marketing strategy promoting leadership programs and materials.
- Increased reach and engagement of content by more than 250% in the first three months post launch.

Boathouse Group (2008-2009) Waltham, MA

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

- Worked with clients on accounts totaling more than \$2M to determine strategy and scope of digital advertising and interactive marketing projects while managing internal teams and resources.
- Implemented online collaboration tools to improve cross-agency communication and workflow.
- Coordinated creative, technical, and marketing resources to concept, build and launch SmallCanBeBig.org microcharity.
- Utilized measurement and conversion metrics to shape and direct marketing strategy.
- 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.
- Enhanced and maintained four sites in the General Motors portfolio with more than 10,000,000 unique annual users.
- Managed team of nine offshore developers and coordinated with multiple clients and creative agencies.

Carolina Entrepreneurial Fellows (2006) Chapel Hill, NC

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

- Performed interactive marketing project management and planning.
- 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 help 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.

- Directed design and implementation of new interdisciplinary course portal to combine 13 degree granting graduate programs.
- 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.
- Managed portal web sites with over 2000 pages, including page maintenance, verification, and creation of new content.

Welsh Consulting (2002) Boston, MA

Network Consultant. Analyzed and implemented network and desktop solutions.

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

Quallaby Corporation (1999-2001) Lowell, MA

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.
- Designed and implemented product solutions for client networks with large scale data warehouses and more than 200,000 nodes.

EDUCATION

Master of Business Administration (MBA). 2007

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

Merit Fellow (Full Tuition) 2005-2007. GMAT 750.

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

- Hobbies: Ultimate Frisbee, Swing Dancing, Photography, Golf
- Professional: Founder of CleanTechBoston.com, Co-Chair Clean Economy Network Boston Chapter, Co-Host Boston Green Drinks, MIT Enterprise Forum Energy SIG, Net Impact, Beta Gamma Sigma
- Activities: Co-founder of "Leahpalooza" charity Frisbee tournament, Swing Dance Instructor