

# Matthew K. Voran

Visionary marketing change agent with specialties in creative and content management, product development, sales enablement, customer experience, and team building.



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## Introduction

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As a seasoned leader with a broad range of experiences, I understand the detail and nuance, while remaining focused on mid-term objectives and long-term goals. I'm an excellent communicator both written and oral, with customer and investor ready presentation skills.

I've gained extensive experience in product marketing and product line management, data analysis, strategy development and project management. I also have deep technical expertise in the technologies and platforms that bind and facilitate all things marketing.

Combined with general business experience, team building, and leadership skills to see the big picture, I can move between the backroom and the boardroom effortlessly. Whether managing projects, products, people or processes, I have both the technical chops, and the strategic vision, to drive results.

## Skills

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- Leadership, Team Building, Coaching & Talent Development
- Marketing Operations & Creative Management
- Product Marketing & New Product Development
- Category Management + P/L
- Brand Messaging & Positioning
- Omni Channel - including digital channels, events and field.
- Customer Experience & Insights + NPS Deployment
- KPI Tracking, ROI & Paid Placement Performance Analysis
- Root Cause Analysis, Insights & Change Management
- Advanced Business Analysis & Reporting
- Reliable & Productive Remote Work
- Communication, Influence and Negotiation

## Software & Platforms

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- **Web:** HTML, CSS, PHP, WordPress, Elementor, WooCommerce
- **CRM:** Salesforce, Hubspot, Marketo
- **Email:** Pardot, Mailchimp, Active Campaign
- **Office:** Expert MS Excel, Powerpoint
- **Social Media:** Hootsuite
- **Creative:** Adobe Suite
- **Analytics:** GA4, Tag Manager, Hotjar
- **PM:** Teams, Slack, Monday, Asana

## Roles & Contributions

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### Sr. Director, Marketing | AOTMP® | 2021 – 2023

As part of the executive leadership team, I am charged with development and implementation of all go to market strategies. My scope covers digital marketing, inside sales, and customer experience.

#### Key Accomplishments:

- Complete digital transformation and design of all properties, including websites, social media, branded applications and content.
- Implemented content marketing program by engaging internal subject-matter experts and creating lead generation funnels.
- Championed the need for automated marketing programs using Salesforce and Pardot, laying the foundation for account-based marketing tactics, lead scoring and customer lifecycle management.
- Total ownership of all social media and email marketing
- Developed and launched transformational membership program leading to new traction in an underperforming product.
- Conceptualized, planned, and implemented all technical and creative aspects of a 2-day virtual conference.
- Hired and managed marketing department contributors in both creative and operational roles.

### Director, Digital Marketing | VIP Marketing | 2018 – 2021

VIP Marketing is a full-service agency serving clients in the financial, real estate and insurance industries.

- Key account direction in all aspects of digital marketing.
- Directed operational aspects of projects from graphic designers to web developers.
- Consulted directly with the CEO on \$MM+ pitches.

### Product Marketing Manager | TerraSource Global | 2014 – 2018

TerraSource is a manufacturer of machinery for size reduction and material handling in industries such as mining, forestry and recycling.

- Developed and implemented strategic planning on \$50M aftermarket parts and service portfolio.
- Directed annual pricing strategy and implementation.
- Centralized customer service team from 3 locations to home office Maintained overall service level during 6-month transition period reducing quote turnaround time by 50% within 8 months. This project included releasing and hiring personnel, rebuilding phone systems, documenting and streamlining standard procedures and training staff.
- Cross functional leadership on inventory planning and availability. Streamlined distribution footprint.

- Developed standard and automated daily, weekly and monthly reporting for the entire unit including executive reporting, and targeted sales channel reporting across all regions and channel partners.
- Completed 6-month leadership development program.

### **Product Development Manager | HKD Global | 2013 – 2014**

- Responsible for all new product development and commercialization on \$100M camping and outdoor product portfolio.
- Worked extensively on-site with Asian manufacturing facility, supervising R&D activities for the USA market.
- Supported sales team with pricing, product positioning, and go to market strategy.

### **Category Development Manager | Jarden Sports Licensing | 2008-2013**

- Planned, developed, and sourced new line of products for major growth initiative resulting in \$10M incremental growth.
- Identified opportunities within product lines and developed products to capitalize, in accordance with MLB, NFL, and NCAA licensing agreements.

### **Assistant Marketing Manager | Global Products Inc. | 2006-2008**

- Developed & commercialized Harley-Davidson licensed products from concept to sales launch.
- Extensive use of Adobe Creative Suite
- Manage relationships with international manufacturers and suppliers.
- Designed and developed bi-annual product catalog, including oversight of photoshoots.
- Organized and executed large trade show booths and displays.

## **Education & Training**

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- B.S. MARKETING, ADVERTISING & COMMUNICATIONS
  - 2004 | WEBSTER UNIVERSITY
- 12-month leadership training
- 2-year Policy Deployment Training
- 2-year Strategic Planning & Group Facilitation

## **Interests, Passion Projects & Mission Marketing**

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- Alternative education and special needs care
- Volunteer and prospective board member – PDA Profile Autism Association
- Alumni Board Member – Connor Prairie Living History Museum