MATTHEW C. KEATING

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VP / DIRECTOR - NATIONAL SALES / KEY ACCOUNTS

Growth Strategies / Business Development / Financial Analysis / Turnarounds / International / B2B
Sales Pipelines / Key Accounts / CRM / Product Development / Data Tracking & Analysis
Wholesaling / Reporting / Presentations / Mutual Funds / 401Ks / Training

Highly experienced, results-oriented investment sales executive who has consistently driven revenue and profit growth, turned around businesses operations and improved performance of national sales territories in the US, Canada and Europe. By creating solutions to customer and market needs and cultivating key account relationships, exceeded sales goals, led new global initiatives and innovated industry-leading products.

Utilizing ability to quickly understand and adapt to new environments and capitalize on selling skills and experience in diverse arenas, can contribute to top-line results for leaders in the financial services and other arenas by:

- **Driving sales and maximizing competitive advantage in challenging markets**
- **Establishing strong relationships to acquire and retain key accounts**
- **Identifying and seizing upon new business opportunities**
- **Aligning solutions with customer expectations to deliver value**

Earned an **MBA** in **Marketing and Finance** from the University of Notre Dame Mendoza School of Business and a **BS** in **Economics** from the College of The Holy Cross. Hold **FINRA** Series 7 and 63 licenses.

SELECTED ACCOMPLISHMENTS

Enhanced prospecting process, facilitating *Independent Channel* sales growth to $4B annually. Obtained attendee lists from events attended by Key Accounts Team. Improved ability to identify new top producers much more quickly. Prospecting focus became sharper and bottom line sales results grew.

Increased annual sales four-fold to $1.2B in underperforming UK operation. Hartford sought to expand investment bonds into greater Europe. Created national wholesale distribution, expanding sales force. Implemented metrics based wholesaler sales model managing Divisional Managers and external Sales Consultants.

Tripled yearly *Independent Channel* "Select" sales to $1.6B. Met with key decision-makers. Led significant sales increase 2000-2004, when all "Select" partner firms wrote < $500M in Hartford Life annuity and mutual funds.

Turned around struggling company, increasing sales from $100M to $250M+ per year. Assigned to ignite sales of Funds in Canada. Made complete transformation of wholesaling force, significantly increasing sales coverage. Implemented metrics based wholesaler sales model. Regained confidence of primary distributor.

Presented new wholesaler sales plan, doubling revenues. Invited to present to Sr. Sales Managers of biggest customer for all of Canada. Laid out new business plan in detail. Promised capability to cover all of 600 financial advisors in detail. Fulfilled entire business plan.

CAREER HISTORY

Manager, Sales Analyst*, RS Investments*, *2014-2016*. Conceptualized and created first "Sales Pipeline" for all six distribution Channels. Saved $100K+ in expenses by creating one main "Conference and Expense "schedule.

Director/Product Manager, DCIO*, RS Investments*, *2010-2013*. Increased retirement sales by tracking data at plan level. Achieved compliance guidelines, thanked advisors for business in a timely fashion, and compensated wholesalers based on identified business

Hartford Life/PLANCO Financial Services Inc., (Division of Hartford Life)**: *VP, Cross Selling Initiatives***, *2007-2008*. Charged with creating synergy between three biggest wholesale distribution systems with goal of increasing sales; ***Managing Director of Sales***, ***Hartford UK***, *2006-2007*. Promoted to expand Hartford Investment Bonds sales and introduce Hartford Pension products in the United Kingdom; ***VP, National Sales Manager, Hartford Investments Canada***, *2004-2005*. Promoted to re-ignite sales of Hartford Investments Canada Mutual Funds in Canadian marketplace; ***VP, Key Accounts, Independent Channel***, *2000-2004*. Senior team member responsible for relationships with 20 firms nationwide. **Hartford Life**: ***Director of Product Management***, *1997-1999*. Launched Single Premium Variable and Immediate Variable Life products; ***Director of Marketing***, *1995-1997*. Senior member of team that launched The Hartford Mutual Funds; ***MBA Management Development*** *program.*

Earlier: VP of Sales, Marshall & Diggins Insurance Agency, Inc. Financial service product sales prior to Graduate School; **Regional Sales Representative**, TJ Lipton. Food and Beverage sales.