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.

CAREER HISTORY & SELECTED ACCOMPLISHMENTS

Manager, Sales Analyst, ***RS Investments, 2014-2016***. Conceptualized and created first “Sales Pipeline” for Senior Management Team for all six Firm distribution channels. Saved $100K+ in expenses by implementing one main “Conference and Expense” schedule to control budget. Impacted sales directly by creating customized “Zephyr StyleADVISOR” analysis reports and “Morningstar Direct” portfolio analysis for wholesaling sales force in all channels. Reports significantly improved probability of sales success.

- **Innovative “Sales Pipeline” report plays key role in acquisition of firm.** Senior Management Team needed to see all current opportunities for all six sales channels in one easy to read report. Merged all sales data from two CRMs, MARS and Salesforce.com. Sales Pipeline report played a key role in the sale of the Firm.
- **Streamlined and updated monthly reporting, increasing efficiency and reducing costs.** Sales reports were disorganized and not current. Time-saving, well organized approach to handle monthly reporting. This increased efficiency and significantly eliminated unnecessary confusion. Reduced turnaround time over 50%.

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.

- **Partnered with Key Accounts Team, driving retirement sales**. Provided nearly unattainable referrals to top retirement advisors. Held accountable at Merrill Lynch, Morgan Stanley Wealth Management, UBS, Raymond James, LPL, Commonwealth Financial Network, Cambridge Investment Research and other firms.
- **Improved wholesaler relationships with top retirement financial advisors, expanding sales pipeline.** 401K industry had significant problem tracking retirement data. Provided detailed electronic files. Increased accurate tracking to 70%. Improved wholesaler ability to access top retirement financial advisors.

VP, Cross Selling Initiatives, ***Hartford Life, PLANCO Financial Services Inc., (Div. of Hartford Life), 2007-2008***. Charged with creating synergy between three biggest wholesale distribution systems with goal of increasing sales. Worked closely with Managing Directors, SVP’s of 401k and Individual Life Divisions, creating compensation incentives. Exceeded sales goals by leading collaboration efforts across Planco, 401k and Individual Life Divisions.

Managing Director of Sales, ***Hartford UK, PLANCO Financial Services Inc., 2006-2007***. Promoted to expand Hartford Investment Bonds sales and introduce Hartford Pension products in the United Kingdom. Created truly national wholesale distribution, expanding sales force from 9 external Sales Consultants and 1 Divisional Manager in 2005, to 27 external Sales Consultants and 3 Divisional Managers in 2007. Managed to sales metrics.

- **Increased annual sales four-fold to $1.2B in underperforming UK operation.** 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.
- **Facilitated sales increases by infusing sales team with wholesaling model.** Hired individuals who were financially motivated, hard-working and teachable and managed to sales metrics. Consistently dramatic increase in retail sales. Proven over and over.

VP, National Sales Manager, *Hartford Investments Canada, PLANCO Financial Services Inc., 2004-2005*. Promoted to re-ignite sales of Hartford Investments Canada Mutual Funds in Canadian marketplace, which had struggled since launch in 1996. We made complete transformation of wholesaling force in 2004, resulting in significant increase in sales coverage. Grew from zero to nine external wholesalers and three internal wholesalers by 2005. Managed to sales metrics.

- **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.

VP, Key Accounts, Independent Channel, *Hartford Life, PLANCO Financial Services Inc., 2000-2004*. Senior team member responsible for relationships with 20 “Select” independent partner firms nationwide including: Commonwealth Financial Network; HD Vest; Mutual Service Corporation; Cadaret Grant; National Planning Corporation; Jefferson Pilot; First Allied; SII; Centaurus; etc. Total Key Accounts Team covered over 250 firm events per year. National conferences, top producer and due diligence trips and regional meetings. Created bottom line sales through specific leads to Independent Channel wholesalers. Sales Channel was smallest in company and provided biggest sales opportunity. Channel grew to ~1/3 of ALL Hartford Life annuity and mutual fund sales.

- **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.
- **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 annuity and mutual funds.

Director of Product Management, *Hartford Life, 1997-1999*. Launched Single Premium Variable and Immediate Variable Life products. Acted as product liaison between actuarial department and sales. Spoke both "languages". Worked closely with software developers to create ground breaking new hypothetical software system.

- **Developed innovative industry leading investment/insurance products**. Developing products was extremely challenging because actuaries and sales think differently. Served as “bi-lingual” diplomat and negotiator. Brought product ideas to the sales force.

Director of Marketing, *Hartford Life, 1995-1997*. Senior member of team that launched The Hartford Mutual Funds. In 2015, Ranked 6th best fund family by Barron’s.

MBA Management Development Program, Hartford Life, 1993-1995.

Earlier: VP of Sales, Marshall & Diggins Insurance Agency, Inc., 1987-1991. Financial service product sales prior to Graduate School; **Regional Sales Representative**, TJ Lipton, 1986-1987. Food and Beverage sales.

PROFESSIONAL & PERSONAL

Community/Civic: The Presidential Service Award, College of The Holy Cross. Awarded by the President of the College to the five graduating seniors who contributed the most service to the school community during their four year tenure.

Scholastic: The William Griffin Kelley Memorial Trophy, awarded by the Faculty by the graduating senior who contributed the most to the school during his senior year.

Volunteering:

- Habitat for Humanity Volunteer;
- Boys and Girls Club Volunteer;
- First Tee Golf Mentor Program.

Personal: Coaching rowing, photography, golf, skiing, racquet sports and fishing.