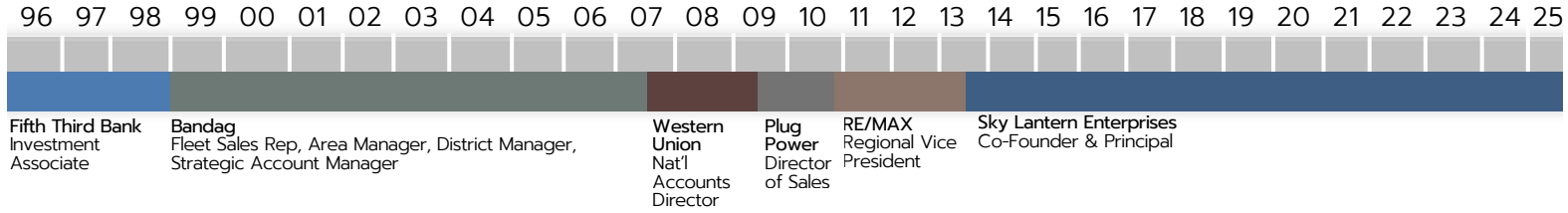


513.969.4189 • mgerding@skylantern.pro • linkedin.com/in/mattgerding

CAREER AT A GLANCE



Revenue leader with more than 30 years of experience helping organizations improve sales execution, forecast confidence, leadership accountability, and predictable growth.

As a Fractional VP of Sales and Fractional CRO, I work directly with founders and leadership teams to strengthen pipeline visibility, forecasting discipline, revenue visibility, and operational execution across the revenue organization.

My executive leadership experience spans sales, business development, channel partnerships, franchise development, and revenue operations. I focus on building the structure, accountability, and operating cadence required to create consistent sales performance and scalable growth. My goal is to help leadership teams move from reactive execution to predictable, measurable business performance.

Fractional VP of Sales and Fractional CRO with a proven record of improving sales execution, forecast confidence, pipeline visibility, and organizational accountability.

I combine executive leadership with hands-on operational execution, helping organizations build scalable sales systems, leadership cadence, and revenue processes that support predictable growth.

My approach focuses on improving visibility, accountability, and execution discipline across the revenue organization while creating the structure required for long-term performance.



SALES & REVENUE LEADERSHIP RESULTS

- **594% REVENUE EXPANSION:** Led global franchise expansion and doubled partner engagement for CorporateConnections.
- **24% YOY SALES PERFORMANCE:** Revitalized AHS through sales process redesign, forecasting discipline, and pipeline visibility.
- **150% INCREASE IN UNIT SALES:** Built and commercialized a repeatable go-to-market model at Plug Power.
- **ENTERPRISE ACCOUNT LEADERSHIP:** Managed one of Bandag's largest national accounts, coordinating 103 franchised dealers and 58 UPS districts while contributing to more than \$13 million in growth over three years.
- **GLOBAL EXPANSION:** Master Franchise Development in Canada, Mexico, United Kingdom, Belgium, Netherlands, Spain, Portugal, France, Italy, Lithuania, Latvia, Estonia, India, Nepal, Sri Lanka, Vietnam, Australia, and Japan. Direct Franchise Development in the United States.

EDUCATION

University of Cincinnati, BA: Business Economics with an emphasis in Econometrics & Finance
University of Phoenix, MBA: Technology Management

CERTIFICATIONS

HubSpot Revenue Operations Certification
Microsoft Certified: Dynamics Fundamentals (CRM)
Microsoft Certified: Dynamics Fundamentals (ERP)

CONVERSATION STARTER: HOW I THINK ABOUT GROWTH



- “Growth happens when strategy meets execution.”
 - ▶ Ideas drive vision; disciplined execution delivers results.
- “Visibility creates clarity. Accountability creates results.”
 - ▶ Disciplined execution turns plans into results.
- “The best sales strategy is one the whole organization believes in.”
 - ▶ Alignment turns culture into a competitive advantage.
- “Technology drives efficiency, but people create momentum.”
 - ▶ Growth becomes sustainable when empowered teams lead the change.
- “Data shows you what’s happening. Leadership changes what happens next.”
 - ▶ Insight is only valuable when it drives decisive action and ownership.

WHAT COLLEAGUES SAY ABOUT MATT

“Matt is a fantastic, productive manager who can inspire and lead staff and colleagues equally well. His sales records and achievements speak for themselves. Matt is also personable, friendly, approachable, professional and reliable. He has great initiative and drive and is an asset to any organization lucky enough to work with him. I greatly enjoyed working with Matt at RE/MAX and would jump at the opportunity to collaborate with him again in future.”

Guy Bailey, Digital Marketing Manager at Business Rescue Expert

“Matt is a highly effective, emotionally intelligent and outcomes driven leader. It was a real pleasure to work with him as his upbeat and positive attitude is contagious!”

Carl Haynes, Business Development at American Addiction Centers

“Matt is a well-rounded executive professional and business leader. He excels at thinking strategically to impact growth in all areas of the business. His ability to see and impact the “big picture” of an organization is a key attribute. Matt creates a work environment where input is well-received and he evaluates ideas from all team members before implementing. Matt is a great business coach and problem solver and has a positive impact on the lives he touches on a daily basis.”

Jared Williams, Nat'l Business Dev Manager at School Outfitters

“Matt Gerding has been a great business partner for my organization. Matt provides us with great service, insight, and strategic advice. My management team and I always enjoy meeting with Matt and his professionalism and knowledge of the industry is the tops in our business.”

Jason Farmer, Owner of RE/MAX Renaissance REALTORS

“Matt is an exceptional leader, able to balance both short and long-term goals and strategies. His ability to gain insight into organizations and develop mutually beneficial relationships is second to none.”

Warren Brower, EVP Business Development at Haffner Energy

OUTSIDE THE OFFICE

I enjoy spending quality time with my wife and three children, reading, exploring new technology and emerging business tools, playing golf, and cheering for my hometown and alma mater, the University of Cincinnati Bearcats.

A lifelong history enthusiast, I have a special interest in World War II, particularly the experiences of my grandfather, who served in a Glider Infantry Regiment. My fascination with aviation began in childhood and inspired me to earn my private pilot’s license in 2005.

I’m also deeply committed to community service. I volunteer with the Civilian Crisis Response Team (CCRT), Community Emergency Response Team (CERT), and Hamilton County Sheriff’s Citizen Patrol. I also coach youth sports as a SAY Soccer Coach and First Tee Youth Golf Coach, helping young athletes develop confidence, discipline, and teamwork.