

MATTHEW R. PARKS

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CORPORATE STRATEGY AND PRODUCT MANAGEMENT

GLOBAL CORPORATE LEADER | PERSUASIVE COMMUNICATOR

A top performing C-Level Business Leader with a 15 year record of achievement in corporate strategy and product management. My entrepreneurial spirit and relationship building skills have allowed me to achieve career growth and a special talent for transitioning strategy into action and achievement. Looking to utilize my background in corporate strategy and product management with a respected organization that rewards hard work and innovation.

AREAS OF EXPERTISE

- Bilingual in Spanish
- Proficient in Portuguese
- Consultative Approach Model
- Business Development
- Market Trend Research
- Strategic Planning / Analysis
- IPOs/M&As/Consolidations
- International Growth Strategy
- eCommerce Strategy
- Professional Development Plans
- Investment Memorandums
- Due Diligence
- Product Development
- Benchmarking & Value
- Leadership/ Team Building

COMPUTER SKILLS: MS Word, Excel, PowerPoint, Access, Outlook and other industry applications

KEY SKILLS ASSESSMENT

STRATEGIC LEARNING PERFORMANCE – Develop and implement strategic and tactical career development strategies to guide C-Suite Directors, Managers and Personnel. Consistently apply a practical and consultative approach to problem solving.

TEAM LEADERSHIP DEVELOPMENT – Proven ability to identify the strengths of others and leverage untapped potential to maximize personnel and business opportunities. Committed to building champion teams through the exchange of knowledge, experience, and goal sharing to optimize people development initiatives.

DEVELOPMENT CONSULTANT – Excellent understanding of organizational effectiveness, change management, as well as, facilitation and other coaching/motivating methods.

PROFESSIONAL EXPERIENCE

MASTERCARD INC. – SAN FRANCISCO, CA

2003 - Present

BUSINESS LEADER, GLOBAL CORPORATE STRATEGY (2006 – PRESENT)

Mastercard is a global payments technology company located in more than 200 countries and territories with revenues of over \$6.2 Billion.

- Lead Mastercard Internal Consulting Group, which discerns, develops and implements Mastercard's overall strategic initiatives and corporate development efforts
- Conduct and manage all M&A due diligence efforts based on buy, build or partner analysis, as well as, assess potential synergies and overall deal rationale
- Key leader in the development of Mastercard global eCommerce strategy, which is scheduled to deliver 35% annual revenue growth
- Developed the global client coverage strategy for Mastercard, realigning sales resources against optimal clients and geographies
- Manage all post merger strategic planning processes for Mastercard, Inc.

PROFESSIONAL EXPERIENCE – CONTINUE

Notable Contributions:

- Recommendations for merger synergy initiatives, resulted in a total cost savings of over \$75M
- Led a 5 year development plan for strategic initiatives and product initiatives for Japan worth in excess of \$120M
- Spearhead a cross-functional team in developing global strategies to redefine Mastercard client base to include non-banking industries, and quantified incremental revenue opportunity of \$350M plus.

INTERCROSS GROUP, LLC – SAN FRANCISCO, CA
CO-FOUNDER AND PARTNER

1999 - 2001

Private equity funded group dedicated to industry consolidations, mergers and acquisitions.

- Successful in developing market strategies and new business opportunities for profitable and financially distressed clientele in the construction, retail, and service industries
- Managed the acquisition pipeline, while leading teams in the due diligence efforts for potential consolidation candidates
- Consistently maintained a 90% productivity level while providing comprehensive management advice to over 85 corporations with revenue sizes ranging from \$20,000 to \$20 million plus

Notable Contributions

- Co-authored the business plan for the creation of Hostcentric, Inc. a successful consolidation of five web hosting companies, which was later acquired by Intercross
- Raised capital for different clients from companies such as Thomas Weisel Partners, BNP Paribas, Notre Capital Ventures and Compaq

VARON CONSULTING – SAN FRANCISCO, CA
SENIOR BUSINESS ANALYST, STRATEGY CONSULTING

1997 - 1999

Varon Consulting is an international management consulting firm providing innovative strategy and organization effectiveness services to FORTUNE 500 clients and public and private sector leaders.

- Assessed profitability through analysis of financial statements and ratios, for international market entry evaluations and strategy developments for Fortune 500 clients
- Led project teams in international engagements for clients, ultimately strengthening growth and profitability by monitoring financial statements and identifying problem areas

Notable Contributions:

- Recommendations for a new product profitability model for P&G Europe's children beverages product lines, resulted in a \$28M in revenues within the first year of product launch
- Developed net income forecasting models for Coors Brewing Company's potential Latin American market initiatives, resulting in a market entry with volume growth exceeding regional targets by 20%

EDUCATION

MASTER IN BUSINESS ADMINISTRATION, University of California at Berkeley

2003

- *Emphasis in Marketing in Management of Technology*
- *Director Leading Edge Technology Conference*

BACHELOR OF ARTS IN ECONOMICS (HONORS), University of California at Berkeley

1995

- *U.S. State Department Intern*