

# Matthew Lucas

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## FACULTY PROFESSOR: MANGEMENT | MARKETING | SALES

### Business Strategy ▶ Marketing and Sales Excellence ▶ Global Management Expertise

Highly experienced global senior executive with a proven track record in global business management, sales, and marketing. Expertise in defining brand and unique competitive positioning, establishing innovative alliances globally across new and existing distribution channels, and driving strategies through multicultural, high-performance teams. Extensive experience in digital excellence, utilizing the latest digital tools and techniques to drive business growth and deliver a superior customer experience.

Strong background in delivering insightful presentations and participating in public intercompany relations, including as a guest speaker at Skidmore College, Bowling Green State University, and Marist College.

### SIGNATURE COMPETENCIES

**College Speaking Experiences:** Engaged students and faculty with thought-provoking discussions on business management, sales, and marketing principles, sharing valuable industry insights and experiences.

**Capstone Semester End Judging:** Evaluated and provided constructive feedback on Skidmore College student group projects for Lego Corporation and Target Corporation in 2021 and 2022.

**Business Management:** Demonstrated success in building and leading high-performing teams, managing budgets, and driving profitability in competitive markets.

**Sales & Marketing:** Expert in developing and executing sales strategies, fostering long-term business relationships, and achieving market dominance.

**Strategy Development & Execution:** Skilled in creating and implementing go-to-market strategies, optimizing distribution channels, and adapting to changing business environments.

**Team Leadership & DEI Development:** Proven ability to motivate and mentor multicultural teams, promoting collaboration, and fostering a culture of continuous improvement.

**Digital Excellence:** Deep knowledge of digital tools and techniques, transforming organizations, and improving customer experiences through innovative digital solutions.

**Omnichannel Marketing:** Adept at creating seamless and integrated customer experiences across multiple channels, including online, mobile, and in-store platforms.

**College Speaking Engagements:** Delivered engaging lectures at Marist College, Bowling Green State University, and Skidmore College, sharing industry knowledge and insights with students and faculty.

**Public & Intercompany Relations:** Experienced in delivering presentations to large audiences, navigating public relations, and communicating effectively with the external and internal teams.

Retailer Channel and Business Development | Brands Go-to-Market Sales Strategies | High-End P&L Management | Category Management | Shopper Insight | Inter-disciplinary engagement | Digital Channel | Internet of Things (IOT)

### EXPERIENCE

**BOSE CORPORATION**, Framingham, MA

2016–2022

A recognized audio innovation leader and a multi-billion-dollar privately held company comprised of 4 primary consumer business in On the Go, At Home audio, Eyewear, and a developing Health category.

**Global Vice President Consumer Sales (Direct and Indirect Channels, all Markets ex China) (2021–2022)**

**\$2.2 Bil Consumer/Health divisions | 6 categories | 1,200 SKU's | 300+ global customers | 525 employees | 11 direct reports**

Direct go-to-market sales strategy and capabilities for the entire global portfolio of Bose consumer and health products. Drove reseller global strategy and sales team development.

*Top Customers:* Best Buy, Amazon Global, Media Market/Saturn, Fnac/Darty, John Lewis, Nordstrom, Target, JB Hi Fi, Costco, Walmart, CVS and all independent resellers and distributors.

*Bose.com Global:* Global e-commerce leader. Drove revenue and profit leadership of the direct selling strategy.

*Categories:* Personal Audio (Headphones), Home Streaming Speakers, Portable Speakers, Hearing Aids, Sleep, Professional audio, Eyewear Frames

- **Built** new global go-to-market channel strategy optimizing distribution, building experience framework tied to new business conditions. Strategically upgraded physical and digital channels.
- **Established and enabled** breakthrough digital experience in the purchase funnel and post-purchase services.
- **Steered** new B2B/B2P healthcare approach for Hearing Aids, Sleep, and Frames. Built a new organization to drive results with major US Insurers (United Health, Aetna) as well as large employers.

#### **Vice President – Global Wholesale (retailers) (2016–2020)**

**6 categories | 200 SKU's | 300+ global customers | 325 employees | 8 direct reports**

*Top Customers:* Best Buy, Amazon Global, Media Market/Saturn, Fnac/Darty, John Lewis, Nordstrom, Target, HSN, Costco, Apple

*Categories:* Personal Audio (Headphones), Home Streaming Speakers, Portable Speakers, Premium Home Theater, Health, Professional audio, Eyewear Frames

- **Created** a new competency model to deliver superior sales capabilities with top Bose sales personnel globally.
- **Launched** 14 cross-functional teams dedicated to the top global resellers, representing 70% of annual turnover.
- **Embedded** new tools/in-business planning with key markets (EU and Americas) across top resellers. Led to Joint Business Planning implementation across functions within Bose and resellers.
- **Grew** sales and profits to record levels with a solid performing value chain execution.

**SAMSUNG US**, Ridgefield Park NJ

2014–2016

*A \$35B division of multinational SE Electronics Ltd (\$200B in annual revenues) with 3 divisions: Mobile, Consumer Electronics, and Consumer Business (TV and Home Appliances).*

#### **Senior Vice President – Customer Development Organization (2014–2016)**

**\$38B+ in annual sales | 18 categories | 750 SKU's | 60 customers | 68 employees | 7 VP direct reports**

Recruited into newly created role to build the Customer Development Organization from the ground up. Addressed a changing market platform and an outdated product-central methodology incorporating CPG behavior into approach to capture market share in fresh and dynamic ways in the electronic and mobile marketplace. Direct go-to-market sales strategy and capabilities for the entire US portfolio of Samsung consumer products. Developed and launched the "One Samsung" cross-functional approach to business (US), adding new capabilities that won with customers, retailers, and carriers.

*Top Customers:* Best Buy, Verizon, ATT, T-Mobile, Sprint, Walmart, Home Depot, Lowe's, Amazon, HHGregg, and HSN

*Categories:* Mobile Phones, Tablets, Wearables, TVs, Home Appliances, and Smart Home

#### Strategic Leadership

- **Created** 7 new functions: Category Management, Shopper Insights, Omnichannel, Channel Marketing, Value Chain, Sales Operations, and Sales Capability/Training, rolled out across all categories.
- **Recognized** by retailers as "Best in Class Collaborations" within 6 months from start-up.
- **Developed** new internal tools/messaging, improving execution and driving success with dealers and retailers.
- **Grew** sales, profits, and US market share. Significantly improved relationships across the retailer and carrier customers.

#### New Go-to-Market Capabilities included:

- **Created** Samsung's first-ever Joint Business Planning (JBP) with top customers Best Buy, Lowe's, HHGregg, and Home Depot, that drove long-term business relationships. Recognized by Home Depot as "best in class." JBP rolled out to Samsung Australian and South African operations.
- **Developed**, through shopper insights, a new Category Leadership Platform across every major electronics category. Created premium technology and innovation while driving improved distribution, in-store environment, and packaging innovation.
- **Launched** the first-ever shopper insights library across every major Samsung category, including packaging innovation. Elevated Samsung's value to retailers and carriers. Elevated actions on in-store and Omnichannel execution between Samsung and customers.
- **Drove** efficiency and significant improvements through creative trade spend programs, specifically in Mobile and with top customer Best Buy. Reduced spend by 220 basis points while leading US Marketplace in increased sales of TV and Appliances.
- **Unified** channel marketing efforts through creation and launch of "One Samsung" innovative programs in Movers, Ultimate Trade Up, and Netflix/TV/Phone bundles.
- **Upgraded** Omnichannel presence in retailers and on website. Built and implemented first phase of Content upgrades across all businesses.

- Staffed Samsung Sales training capability to enhance Sales VP and GM skills.

**COTY BEAUTY US**, New York, NY

2008–2013

Market leader and pure play Beauty Manufacturer with mass market and prestige brands; products distributed across Macy's, Sephora, Ulta, Walmart, and Target. Walgreens, CVS, and regional/distributor customers; Annual revenues of \$4.4B.

**Senior Vice President – US Sales (2011–2013)**

**\$1.1B in annual sales | 62 brands | 1,600 SKU's | 140 customers | 125 employees; 72-person Strategy Team, 7 VPs**

Created and led go-to-market sales strategy for the entire US portfolio of Coty Beauty brands in a culture facing severe category shrinkage and explosive growth in the nail color category. Managed high-end P&L and CAPEX budgeting.

- Moved** Coty from #6 to #4 in the beauty industry overall. Grew nail color market share from 32% to 52% in 3 years. Attained #1 category leadership status.
- Developed** training programs that increased in-house promotion of talent from 7% to 17% in 12 months.
- Received** Walmart "Best of the Best" award (one of 5 given) for manufacturers across all industries (2012)

**Vice President – National Accounts (2011)**

**70% of US Sales Volume (\$730M) | 52 employees; 4 Vice Presidents**

- Grew** sales revenue from \$605M to \$730M through successful launches in Cosmetics and Fragrances.

**Vice President – Walmart / Sam's Club Team, Bentonville, AR (2008–2011)**

**\$305M in annual sales | 21 employees (Directors, Managers, and Analysts)**

**TRACFONE WIRELESS**, Miami, FL

The market leader of prepaid phones in the US. Brands include TracFone and Net-10

**Vice President – Walmart / Sam's Club Team, Bentonville, AR (2008)**

**\$1.4B in annual Walmart/Sam's Club sales | 4 brands (33 million phones) | 6 employees**

**NOVARTIS CONSUMER HEALTH**, Parsippany, NJ

2002–2008

Market-leading global health and nutrition manufacturer. Key brands included Excedrin, Benefiber, Triaminic, Theraflu, Gerber, Boost, Ciba Vision, Diovan, Lamisil, Generic Rx, and Vaccines.

**Vice President – Walmart / Sam's Club, Bentonville, AR (2004–2008)**

**\$1.3B in annual sales | \$87M budget | 35 people**

**Senior Director and Team Leader – Walmart OTC, Bentonville, AR (2002–2004)**

### ADDITIONAL EXPERIENCE

**Senior Director – Merchandising, DRUGSTORE.COM**, Bellevue, WA

2000–2002

**\$36M+ in annual sales | 7 direct reports across 3 cross-functional teams**

**Associate Director – Team Leader, Fayetteville, AR, PROCTER & GAMBLE**, Cincinnati, OH

1998–2000

**\$245M (31% of P&G annual US cosmetic and skin care sales) | 14 employees**

From 1987 to 1998, progressed through 8 P&G roles including Account Executive; Category Account Executive; Account Operations Manager; and Unit Manager.

### EDUCATION | PROFESSIONAL DEVELOPMENT

**BS, Business Administration – Marketing**, Bowling Green State University, Bowling Green, OH

Retail Symposium, Harvard University, Novartis Retail Forum for Senior Leaders, INSEAD Digital Innovation

### COLLEGE GUEST SPEAKER AND JUDGING EXPERIENCES

Guest Speaker, Skidmore College, Saratoga Springs, NY

Guest Speaker, Bowling Green State University, Bowling Green, OH

Guest Speaker, Marist College, Poughkeepsie, NY

Capstone Semester End Judge, Skidmore College Student Group Projects for Lego Corporation, Fall 2021

Capstone Semester End Judge, Skidmore College Student Group Projects for Target Corporation, Fall 2022

### BOARD EXPERIENCE | THOUGHT LEADERSHIP

**Member**, Corporate Executive Board (CEB), sales excellence sharing of best practices, 2015–2019

**Retail Advisory Board Member**, National Association of Chain Drug Stores (NACDS), 2011–2013

**Board Director**, Center of Retail Excellence, University of Arkansas, 2006–2008

**Board Member**, Massachusetts High Technology Council, 2020

**Experienced speaker** comfortable presenting in front of 4,000+ people. Well-versed in public and media relations, large audience presentation, and Board- level reporting. These included Samsung National Sales Meeting and live Quarterly Employee Town Hall meetings. Invited speaker: Bowling Green State University, Marist College and Skidmore College