MATTHEW BEHRNES

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PROFESSIONAL SUMMARY

Automotive aftermarket leader with 20+ years of experience driving innovation, product development, and brand growth. Proven success in launching high-performance suspension systems, managing cross-functional engineering projects, and delivering market-leading solutions. Strong background in B2B2C sales, customer engagement, and strategic planning.

EXPERIENCE

Product Manager – Vehicle Engineering, **Battle Motors** (Tier 1 HD truck cab and chassis manufacturer)

New Philadelphia, OH | Feb 2024 – Mar 2025

* Lead development of fleet-wide damper upgrades, weight reduction efforts, and efficient engine cooling packages.
* Define product vision and roadmap aligned with technical and market needs.
* Conduct competitive research and market analysis to support strategic planning.
* Oversee lifecycle enhancements, beta testing, and performance metrics for adoption.

Technical Project Manager, **Battle Motors** (Tier 1 HD truck cab and chassis manufacturer)

New Philadelphia, OH | Jul 2022 – Jan 2024

* Managed implementation of ESC/ADAS safety systems and next-gen infotainment instrument cluster.
* Developed project scope, budgets, and timelines, proactively mitigated risk.
* Coordinated cross-team execution and communicated milestones to stakeholders.

Brand/Product Manager, **Belltech Suspension / KW Suspensions**

Clovis, CA | Nov 2017 – Jun 2022

* Spearheaded creation, development and launch of performance off-road suspension kits and adjustable damping shock absorbers, leading to 20% sales increases (2019–2021).
* Directed product line design & development, web redesign, pricing strategies, video production and digital marketing campaigns to increase brand identity and engagement.
* Managed legacy product lifecycle and product improvement through collaboration with engineering teams and market analysis research.

Co-Owner / Operator, **Solo-Werks Suspension Systems**

Fresno, CA | Mar 2011 – Nov 2017

* Led day to day company operations, strategic planning, and product vision from startup to growth.
* Created brand identity, digital marketing, and B2B2C customer engagements.
* Oversaw Product development, manufacturing, procurement, sales, distribution, and distributor management.

Sales, Technical Support & Product Strategy, **Belltech Suspension / KW Suspensions**

Clovis, CA | Mar 1998 – Feb 2010

* Managed Customer service and technical support departments, pricing strategy, marketing coordination, and promotional campaigns.
* Collaborated with product teams on design specs and packaging design.
* Representing brands at trade shows and consumer events.

SKILLS

Product Development • Project Management • Brand Strategy • Customer Relations • B2B2C Sales Manufacturing & Distribution • Market Research • Trade Show Planning

Microsoft Office Suite • QuickBooks • Epicor • ASANA • Canva • Monday • Macola • Mailchimp • CAD • Jira

CERTIFICATIONS

PMP Certification (In Progress), SAE High Voltage Vehicle Safety Systems (2022), SAE PPE & Safety Protocols (2022)

PROFESSIONAL AFFILIATIONS

SEMA (Member since 1998) • WTSBC (2024–Present) • TORA (2021–2023) ETTN (2021–Present) • Tread Lightly (Since 2022) • Ducks Unlimited & Delta Waterfowl (Volunteer)