

# MATTHEW NIELSEN

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Accomplished sales, people and business leader with 30 years of progressive experience in agile thinking, steering sales growth, team development and market expansion initiatives across diverse sectors. Demonstrated success in pioneering digital sales strategies and managing cross-functional teams. Recognized for leveraging data analytics to drive actionable insights, development of robust go-to-market strategies, and fostering strategic partnerships. Well-versed in consultative selling methodologies that consistently exceed performance targets. Committed to delivering exceptional results while promoting a culture of collaboration, inclusion and continuous improvement.

## Skills

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- Sales & Marketing Management
- Software as a Service
- Pipeline Funnel Development
- Team Training & Mentorship
- Consultative & Relationship Selling
- People & Operations Leadership
- Sales Strategy & Enablement
- Data Analytics & Visualization
- Emotionally Intelligent Leadership
- Market & Competitive Analysis

## Work History

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### Director of Sales Enablement

10/2023 to 09/2024

American Tire Distributors – Huntersville, NC

*A leading tire distributor and supplier in the US, offering a wide range of products, services, and solutions for tire dealers and retailers*

- Led day-to-day operations and stakeholder relations while developing effective sales pipelines, strategic planning and agile methodologies to optimize sales performance
- Leveraged exceptional communication and negotiation skills to build high-performing, value-driven teams focused on enhancing the customer journey
- Managed the development and execution of sales enablement strategies to optimize team performance and drive B2B revenue growth in dynamic markets
- Designed, communicated and implemented training programs that enhanced product knowledge, sales techniques, technology management and customer engagement skills for sales staff
- Managed a groundbreaking sales program that recycled 150 million tires in 2023
- Launched new B2B website driving customer satisfaction and EBITDA attainment through digital solutions

### Head of Sales

11/2021 to 10/2023

Torqata Data & Analytics – Huntersville, NC

*Artificial Intelligence and Blockchain company specializing in applications that communicate demand, waste and inefficiencies within the tire and auto aftermarket industry. A subsidiary of American Tire Distributors.*

- Established and directed the commercialization department, leading to the enrollment of 4,000 retailers across 17,000 rooftops within 18 months.
- Recruited, hired, onboarded, and led a high-performing sales team, including six business development managers, one inside sales manager, four inside sales representatives, and a sales operations manager
- Delivered training and mentorship to enhance team performance and career goal development.
- Established KPIs and formulated strategies to enroll tire retailers onto the platform
- Generated \$1.2 million in revenue from SaaS and DaaS subscriptions within two years
- Established Torqata as the leading data resource platform in the retail automotive sector

## **Regional Sales Operations Director**

03/2016 to 11/2021

American Tire Distributors – Santa Fe Springs, CA

- Formulated and executed regional sales strategies to drive revenue growth and market expansion
- Oversaw, mentored, and developed a high-performing sales director team
- Utilized data analytics to assess sales performance, identify trends, and implement improvements in operational efficiency
- Fostered strong relationships with cross-functional teams, including marketing, finance, and supply chain, to align sales initiatives with organizational goals
- Managed regional sales budgets, operational forecasting, ensuring effective allocation of resources to maximize return on investment
- Agile critical thinker who owned an \$800M regional P&L
- Ranked #1 in sales performance and profitability among eight regions from 2017 to 2021
- Improved overall productivity and maximized customer satisfaction by streamlining sales processes
- Earned the exclusive RSOD spot for the prestigious Circle of Champions award in 2017

## **Account Director**

08/2013 to 03/2016

American Tire Distributors – Portland, OR

- Transitioned from a distribution center director to an Account Director in outside sales, successfully managing a personal quota as the sole contributor
- Directed strategic account management for key clients, driving revenue growth and enhancing client relationships
- Collaborated with cross-functional teams to deliver innovative tire distribution solutions, improving operational efficiency
- Highly driven by customer satisfaction and skilled in consultative selling methodologies
- Expanded territory from \$11M to \$26M, resulting in promotion to Regional Sales Director
- Drove market share growth through the creation and execution of customized marketing strategies

## **Director of Business Development**

12/2011 to 08/2013

American Tire Distributors – Cincinnati, OH

- Drove revenue growth through strategic planning and execution of business development initiatives
- Analyzed industry trends, competitor activities to inform business strategies and build sales solutions
- Built and maintained relationships with key clients and stakeholders to foster long-term partnerships
- Monitored and reported on performance metrics, adjusting strategies as necessary to achieve targets
- Built, developed and mentored high performance selling team
- Led and developed Operations team associates and all Operations for the distribution center.
- Identified and pursued new market opportunities and partnerships to expand the customer base
- Grew business from a greenfield market of \$9M to \$30M in three years

## **Education**

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**University of Cincinnati** - Bachelor of Fine Arts – Cincinnati, OH

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## **Certifications**

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- Professional Selling Skills – Korn Ferry
- Situational Leadership – The Center for Leadership Studies
- Bullet Proof Manager – Crestcom
- Frontline Manager – Michelin