

## MATTHEW BEHRNES

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### Professional Summary:

Adaptable professional with over 25 years of automotive aftermarket experience and expertise in brand management, product development, b2b sales, distribution and customer service. Proven ability to deliver innovative solutions, enhance product performance, and drive project success. Seeking to leverage my skills to contribute to organizational growth and success.

### Work Experience:

#### Product Manager – Vehicle Engineering

Battle Motors | New Philadelphia, OH

02/2024 – 02-2025

- Directed the development of fleet-wide damper improvements, weight reduction initiatives, and a cost-effective and more efficient cooling package.
- Defined product roadmaps and visions aligned with market needs and technical requirements.
- Conducted competitor analyses and market research to inform strategic decisions.
- Collaborated with engineering teams to design product architecture and drive lifecycle enhancements.
- Led beta testing, success criteria definition, and metrics analysis for product acceptance.

#### Technical Project Manager

Battle Motors | New Philadelphia, OH

07/2022 – 01/2024

- Spearheaded projects include the implementation of ESC/ADAS braking safety systems into refuse chassis and the development of a new digital dash infotainment system.
- Defined project scopes, budgets, and timelines while identifying and mitigating risks.
- Delegated tasks, optimized resource allocation, and tracked progress to ensure timely delivery.
- Communicated updates to stakeholders, ensuring alignment and transparency.

### **Brand/Product Manager**

Belltech Suspension/ KW Suspensions | Clovis, CA

11/2017 – 06/2022

- From 2019 to 2021, achieved record-breaking sales through the introduction of new product lines, including Off-Road suspension lift kits, suspension leveling kits, and adjustable damper product lines.
- Developed web site redesign including all new YMME model lookup, Brand image and direction, pricing strategies and marketing materials to enhance customer engagement.
- Organized trade shows, promotional activities and influencer relationships, increasing market share and visibility.
- Led engineering and product development teams to define specifications and improve product offerings, develop new products to align with brand mission.

### **Co- Owner Operator**

Solo Werks Suspension Systems | Fresno, Ca.

03/2011 to 11/2017

- Set and implemented strategic goals and initiatives to align the company with mission, values, and vision.
- Directed product strategy for organizational goal alignment.
- Identified problems, made decisions, and interpreted results based on quantitative techniques.
- Developed print advertising, social media campaigns, and networking events to deliver messages to target audience.
- Built solid foundation of business acumen, technical skills, and proven practices for daily operations.
- Orchestrated administrative activities related to making products or providing services.
- Directed and coordinated activities of businesses or departments concerned with production, pricing, sales, or distribution of products.
- Monitored suppliers to ensure that efficiently and effectively provided goods and services within budgetary limits.

### **Sales / Customer & Technical Support**

Belltech Suspension/ KW Suspensions | Clovis, CA

03/1998 to 02/2010

- Developed pricing strategies to balance firm objectives and customer satisfaction.
- Compiled lists describing product and service offerings.
- Formulated, directed, and coordinated marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Evaluated marketing strategies based on knowledge of establishment objectives, market characteristics and cost factors.
- Coordinated or participated in promotional activities or trade shows to market products or services.
- Consulted with product development personnel on product specifications, such as design, color, and packaging.

### **Sales / Customer & Technical Support / Research & Development**

Early Classic Enterprises | Clovis, Ca.

01/1996 to 02/1998

- Engaged with guests to understand and anticipate customer service needs.
- Operated the cash register and POS to process sales transactions and handle payments.
- Promote visual presentation standards by keeping the store replenished.
- Maintained CRM database, entering new and updated prospects and customer information for use by sales personnel.
- After sales management, keeping retention levels high and capitalizing on cross-selling opportunities.
- Drove sales through customer relationship building and suggestive selling techniques.

## Skills

- Microsoft Office Suite (Excel, Word, PowerPoint)
- Monday, Java: 3 years
- Brand Management: 10+ years
- Product Development: 10+ years
- Project Management: 5 years
- Marketing Strategies: 5 years
- Customer Relations: 10+ years
- B2B Sales: 20+ years
- Manufacturing: 20+ years
- Distribution: 20+ years

## Education

Herbert Hoover High School | Fresno, CA

High School Diploma | 09/1989 – 06/1992

## Certifications:

- PMP Certification (In Progress)

## SAE Certifications:

- High Voltage Vehicle Safety Systems

- High Voltage Safety and PPE

## Professional Memberships

- WTSBC (Wheel, Tire, Suspension & Brake Council) | Member since 2024
- TORA (Truck & Off-Road Alliance) | Volunteer/Member 2021-2023
- ET\*TN (Emerging Trends & Technologies Network) | Volunteer/Member since 2021
- SEMA (Specialty Equipment Marketing Association) | Member since 1998
- Tread Lightly | Member since 2022
- Ducks Unlimited | Volunteer/Member since 2005
- Delta Waterfowl Association | Volunteer since 2023

## References upon request: