

# MATTHEW HARTMAN

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## SENIOR SALES, BUSINESS DEVELOPMENT, AND MARKETING EXECUTIVE

*Market Development, E-Commerce, Finance, Operations, Capital Formation, Healthcare Services*

- ♦ Innovative founder of healthcare procurement portal, healthcare consulting organization, and E-commerce supply-chain management software and marketplace offering 20 years of experience in business development, including account management; 8 years of marketing experience in websites, catalogs, imaging, product development and market analysis; and 10 years of management experience in training sales representatives, managing territories, directing departments, and organizing logistics.
- ♦ Skilled problem-solver with track record in developing and implementing solutions to multi-faceted challenges and turnaround situations; for example, developed software to track hospital purchasing volume and pricing.

### KEY AREAS OF EXPERTISE

- ♦ Large complex projects
  - ♦ Management of multi-million dollar business units
  - ♦ Joint venture/program development
  - ♦ Client liaison and relationship management
  - ♦ Recruiting and managing senior executive management
  - ♦ Business development
  - ♦ Technology development
  - ♦ Market development
  - ♦ Procurement analysis
  - ♦ Logistics
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### PROFESSIONAL EXPERIENCE

*President and Chief Executive Officer, MEDICAL RESOURCE LINK, Emery, SD, 2005 to present*

- ♦ Founded consulting practice focusing on healthcare clientele requirements and delivering comprehensive management and business-development solutions to healthcare providers, suppliers, and group purchasing organizations.
- ♦ Identified and implemented \$100 million+ in expense savings.
- ♦ Oversee market development, financial management, and operational management.

*Vice-Chairman, President, and Chief Executive Officer, iMEDI, INC., Emery, SD, 2002 to 2004*

- ♦ Founded and developed healthcare E-commerce procurement portal.
- ♦ Rebuilt Websites and set up new Web services producing more than \$50,000/month.
- ♦ Played key role in business development, branding, planning, marketing, and Web design.
- ♦ Initiated capital funding in conjunction with investment bankers and venture capitalists.
- ♦ Designed E-Plan and managed software development, adaptation, and interface with regional and national hospital-provider market-share leaders.
- ♦ Facilitated Board of Directors and managed technical, marketing, operational, and financial teams.

*Director of Corporate Ventures, ELITE VENTURES, INC., Fulton, SD, 1999 to 2002*

- ♦ Developed joint ventures, shared-service agreements, and programs among Fortune 100 medical suppliers, distributors, and healthcare providers.
- ♦ Facilitated members' executive team in developing shared-service ventures and agreements.
- ♦ Recruited and developed premier members, who purchased \$10 billion+ in products annually.
- ♦ Managed operations.

*Managing Director, INFOMED, INC., Fulton, SD, 1995 to 1999*

- ♦ Functioned in senior-management role at for-profit subsidiary of regional integrated delivery network conglomerate with operations in four states and revenue from eight for-profit firms exceeding \$40 million.

*Vice President, Business Services, HOME MEDICAL NEEDS, INC., Emery, SD, 1993 to 1995*

- ♦ Oversaw long-term-care business activities in six states at senior-management level, handling operations, finance, and business development.

*Director of Sales and Marketing, LONGO DISTRIBUTION, Emery, SD, 1990 to 1993*

- ◆ Hired, trained, and supported Account Executives in six related Midwest industries; hired and trained more than half of existing sales force.
- ◆ Played key role in constant 20 percent company growth.
- ◆ Researched and implemented CRM system.
- ◆ Designed and edited catalogs and mailers; oversaw their printing and mailing.
- ◆ Negotiated contracts with vendors for printing and software.
- ◆ Researched and implemented EDI system.
- ◆ Oversaw such special projects as Web design, trade-show preparation, bookkeeper training, IT maintenance, operations design, vendor relations, and customer training.

*Director of Marketing, BITS AND PIECES INTERNATIONAL, Fulton, SD, 1988 to 1990*

*Special Projects Manager, PARTS BITS AND PIECES INTERNATIONAL, Fulton, SD 1986 to 1988*

- ◆ Created Here It Is brand name and developed new business's structure and products.
- ◆ Researched and implemented fleet tracking system.
- ◆ Negotiated large customer contracts of \$10,000+ monthly.

## **EDUCATION**

*Bachelor of Science in Business with concentration in Management, University of North Dakota, Grand Forks, ND*

## **AFFILIATIONS**

- ◆ Member, Board of Directors, INFOMED, Inc.
- ◆ Member, Research Institute of Electric Power (RIEP)
- ◆ Member, Hanson County, Healthcare Advisory Board

