

## **Matt Faughnan**

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### **PROFESSIONAL SUMMARY**

Well-rounded operator with extensive experience in Sales, Customer Service, Management, and Employee Development in the Cannabis Industry. Driven to consistently and reliably exceed goals/expectations. Have consistently performed at the highest level at all previous companies, including multiple promotions, while being a trusted mentor to fellow employees.

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### **PROFESSIONAL EXPERIENCE**

**Boveda Inc., Northeast US** *May 2021 - November 2022*

Senior Cannabis Sales Executive

- Developed B and C-Suite relationships with MSO's, SSO's, cultivators, dispensaries, and brands across the Northeast
- Conducted 100+ Water Activity (aW) tests on Cannabis flower across the Northeast and provided feedback to operators
- Wrote SOP suggestions for post-harvest & dispensary storage solutions to ensure flower freshness from cure to consumption
- Saved partners millions of dollars by advising them on how to incorporate Moisture Management into their storage SOPs
- Grew Territory Revenue and Customer Acquisition over 100% YoY in 2021 & over 50% in 2022. Sold \$2M+ in 16 months
- Helped influence & develop Boveda Terpene Shield Program (TSP) in 2021 to launch in 2022. Closed first US TSP account
- Helped launch new Boveda innovation, Boveda Closure, and made first company-wide sale of new product
- Copywrote monthly newsletter email to customers/prospects in the Northeast and disseminated using Cannabiz Media

**Hilti Inc., New York, NY** *January 2021 – May 2021*

Healthcare Business Developer

- Target Owners of Healthcare Groups and build relationships in C-Suite to show the added value Hilti provides throughout all phases of construction. Leverage relationship to help Hilti become the basis of design

**Hilti Inc., New York, NY** *October 2019 – January 2021*

Cable Pathways Specialist

- Worked with Electrical Engineers in Design Phase to specify Hilti into building plans, carry sale through to contractor on site

**Hilti Inc., New York, NY** *October 2017 – October 2019*

Level 3 Account Manager

- Achieved 118% of sales plan in 2019 FY, while also hitting 159% of 2019 FY Tool Bonus

**Enterprise Holdings Inc., Clifton Park, NY** *March 2016 - October 2017*

Remarketing Account Manager

- Had 15% Territory Growth (#2/14), 39% Volume Growth (#1/14), and finished #5 out of 14 in the Sales Price component

**Enterprise Holdings Inc., Clifton Park, NY** *April 2015 – March 2016*

Area Rental Manager- Lake George, NY and Southern VT 5/15 – 3/2016

- Led and Supervised sales force of 45 sales associates. Area did \$750K-\$1M in revenue per month
- Finished FY15 in top 15% in Operating Profit, Customer Service, and Employee Retention

**Enterprise Holdings Inc., Clifton Park, NY** *February 2013 – April 2015*

Branch Rental Manager- Rutland VT, 2/13-8/13 & Queensbury, NY 8/13-4/2015

- Increased Branch Operating Profit by over 50% and Area Market Share (Fleet Size) by 22% at each location as BM

**Enterprise Holdings Inc., Clifton Park, NY** *June 2011 – February 2013*

Management Assistant- Albany, NY 6/11-4/2012

Assistant Branch Manager- Albany, NY 4/2012-2/2013

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### **EDUCATION**

- University at Albany, State University of New York, 2011
- Bachelor of Arts in Sociology; Minor in Business Administration, Minor in Communication

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### **ACCOMPLISHMENTS**

- Named Top Branch Manager, according to Enterprise Performance Ranking Matrix, 14 of 24 months, including 6 straight
- Achieved status of branch with the top Operating Profit in Region for 16 of 24 months, including streak of 7 straight months
- Have had over 30 promotions by multiple employees to higher positions at Enterprise under my supervision
- Lettered in Football at D-1AA SUNY Albany from 2006 to 2011