

Matt Sims

SENIOR TECHNOLOGY EXECUTIVE

A technology Marketing and Operations executive with a history of success in large enterprise and entrepreneurial roles, Matt delivers hands on leadership that gets teams engaged, and work done.

He is at his best:

- ◆ **Leading diverse teams** operationalizing market growth initiatives
- ◆ **Directing complex projects** involving multiple stakeholders and desired outcomes

FULL SPECTRUM BUSINESS VALUE

With a broad understanding of general business operations, sales and marketing, and software product development, Matt delivers on:

- ◆ **Strengthening customer relationships** through effective branding and marketing communications including strategy, design and production, messaging and PR, team management
- ◆ **Scaling Business operations** including regional growth, recruitment marketing, team management and culture initiatives
- ◆ **Business process improvements** for sales and marketing, customer service, and software development team workflows

HISTORY OF SUCCESS

Corporate & Product Marketing - Executed a turnaround marketing strategy and implementation scaling a P2P software business to almost \$10 million in sales. Designed, launched and marketed several entrepreneurial businesses - design/marketing firm, restaurant, data analytics consultancy.

Startup Operations - Scaled the operational capacity of a quickly growing software company—tripling headcount, adding 4 new countries to global footprint. Related customer projects expanded the company's product reach to 10's of millions of endpoints.

Entrepreneurship - A doggedly persistent entrepreneur with an ability to prioritize and attack the multiple challenges of building a business, personally bootstrapping three businesses from the ground up.

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PROFESSIONAL EXPERIENCE

Multiple decentralized-tech startup projects

Vancouver | March 2011-Present

Contracted for CMO and operational roles on several early stage technology projects, with multiple responsibilities including corporate/product branding, marketing, product development and fundraising.

OxCEPT Ltd.

OxCEPT is a team of security experts developing decentralized security solutions, specializing in military-grade authentication and encryption technologies spun out of Oxford University's computer science division.

Discover Origin

Origin is an upcoming network of private city-states initiating in Honduras, enabled by a land-backed, on-chain, state sponsored cryptocurrency.

Vanbex Group

The Vanbex Group is a blockchain professional services and development firm, having helped launch many of today's successful crypto and blockchain projects.

Vice President, Marketing & Operations - Eyeball Networks Inc.

Vancouver | March 2011-Nov 2014

Lead global marketing strategy and execution for Eyeball Networks for two years. Increased converted online leads 48% by optimizing Eyeball's online presence including website, corporate and product branding, social media presence, SEO and more.

Transitioned to operational role to accommodate growth of the business. Tripled sales and technical headcount through global recruitment campaign, expanding corporate footprint into three new countries. Significantly increased the speed and output of product development teams by designing and integrating new software development process and tools.

Co-Founder - Standpoint Decision Support Inc.

Vancouver/Victoria | 2008-Present

Co-founded and launched a data-science regulatory analytics consultancy. Leading marketing strategy and execution, business development, product development and project management.

Standpoint has succeeded in becoming the market experts in legal regulatory data analytics, and has launched an analytics platform called AvvyPro to provide systematic collection, analytics and reporting to various organizations in the legal sector.

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EDUCATION, INTERESTS

Education

“The cure for boredom is curiosity. There is no cure for curiosity.”

~ Dorothy Parker

I'm passionate about continuous learning, and have always had a knack for quickly gaining understanding of a subject or problem to be solved. I entered the business world out of high-school and built my own education out of necessity and opportunity.

My education is based on first-hand experience, the valuable guidance of many wise business mentors, and the priceless wisdom gained from making my own mistakes.

Areas of study and interests:

- Decker Communications - Communicate to Influence
- Holden International - Power Base Selling program
- FranklinCovey - 7 Habits Signature program
- Priority Management - Priority Manager/Planning
- Erindale Secondary School - Mississauga | 1984-1988

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- Organizational decision-making
 - Team Collaboration & Innovation
 - Business Process Improvement
 - Graphic Design & Typography
 - Photography (incl. digital post production).

Interests

When I'm not focused on my business interests, you can often find me out in the woods or at the beach with my wife and two children, getting dirty and sharing our curiosity for the world.

I have a deep interest in health, fitness, and nutrition, and believe keeping these optimized is the secret to my deep well of energy and ability.