

Bradley Matson

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BRADLEY C. MATSON

RESUME | 2024

An experienced and innovative Program Manager and Entrepreneur helping ecosystems thrive.

EXPERIENCE

Sr. Program Manager- Venture Acceleration | Spartan Innovations Conquer Accelerator 2022 – Present

- + Graduating a dozen startup companies a year through two 10-week venture acceleration programs in Grand Rapids and East Lansing Michigan as part of Spartan Innovations with the MSU Research Foundation.
- + Program management, business coaching, directing founders towards available resources at the local, state, national level. Engaging with ESOs, mentors, vendors, and early stage investors.
- + Additional Program information is available at: <https://conqueraccelerator.com>

CoFounder | Earthly After 2022 – Present

- + Founding and building an ecologically-friendly service for the end-of-life market. Growing strategic partnerships, developing novel business models and scalable go-to-market channels.

Administrative Director | Northern Michigan Angels 2020 – 2022

- + Running a 50+ member Early Stage Investment Organization composed of High Net Worth Members with deal flow over \$8M and representing billions in investment capital.

Head of Business Development | Namastay by Host Kick 2016 – 2020

- + Oversaw a 30X increase in revenue to over \$1M/yr. by developing and implementing a new expansion plan.
- + Strategic analysis, marketing, sales, development of employees, products and services, marketing strategies and negotiating partnerships, hiring, networking, onboarding, market growth, online marketing, web development.

Managing Director, CTO | Beta Batch Startup Accelerator 2013 – 2016

- + Managing fund, grant writing, advising business plans and focusing on lean startup principles. Provided mentoring, coaching, management, consulting and business services as part of the Chompler startup team and founder of the area’s first accelerator program.
- + Building UX for web, php, web apps, ports to native iOS/Android. Chompler Mobile Apps

(REFERENCES, ADDITIONAL EMPLOYMENT HISTORY AND PORTFOLIO AVAILABLE UPON REQUEST)

EDUCATION

Hope College | Holland, MI 2003 – 2007

Bachelor in Arts – Business Management

- + Minors in Accounting, Leadership and Communications, Student Body President & Vice President 2005-2007

SKILLS

Startup Coaching, Program Management, Angel Investment, Seed Funding, Startup Advising, Project Management, Full-stack WordPress development, Bootstrap, SEO, Graphic Design, Adobe Illustrator & Photoshop, Entrepreneurship, Strategic Analysis, Lean Startup, Digital Marketing, and Business Development.

Bradley Matson | Startup Portfolio



EARTHLY AFTER
A NATURAL EVER-AFTER

Earthly After- preserving memories and conserving nature as we navigate grief together.

Advisor/Cofounder | 2023--Present | Traverse City, MI

Coaching, advising, business development, CFO and interim CTO.

Reference: Jamie Kramer (available upon request)

WA Maritime Blue Innovation Accelerator- Innovation within the Blue Economy

Advisor | 2019-2021 | Seattle, WA

Coaching, advising, and running educational workshops for the Cohorts

Reference: Lauren Levy (available upon request)

Namastay (by Host Kick)- vacation rentals for health & wellness travelers

Head of Business Development | 2016-2019 | Montreal, QC, Boston, MA & Miami, FL

Oversaw a 30X increase in revenue to over \$1M/yr. Grew property portfolio to 150 units across North America. Strategic analysis, marketing, sales, development of employees, products and services, marketing strategies and negotiating partnerships, hiring, networking, onboarding properties, market growth.

Reference: Thomas Dabarno (available upon request)



Chompler- food delivery startup

CoFounder / Investor / Advisor | 2016-2017 | Traverse City, MI

Advising business plan, building UX for web, php, web apps, native iOS/android

Lean Startup Project management from concept through the current growth stage to local delivery company pulling \$1.2m in annual revenue.

Reference: Erik Akerley (available upon request)



Beta Batch- startup accelerator

Founder / Managing Director | Summer 2016 | Traverse City, MI

Founded first startup accelerator in Traverse City, MI

Provided mentoring, office space, advisement and business services to Chompler Team

Reference: Erik Akerley (available upon request)



The Kitchen Digital- mobile app agency and startup portfolio

CoFounder / Director of Business Development | 2013-2016 | Traverse City, MI

Validating client ideas, building MVPs, UX for web, web apps, native iOS/android

Project management from concept through post-launch

Reference: Michael Wahlstrom (available upon request)



CoWharf Coworking- space for entrepreneurs, creatives, and geeks

Founder / Web Developer | 2013-2015 | Traverse City, MI

Building a startup community by creating entrepreneurial density via a coworking space, meetup location, and event space

Reference: Tres Brooke (available upon request)



Startup Weekend and **Northern Michigan Startup Week**

CoFounder / Organizing Team | 2014 and 2022-Present | Traverse City, MI

Organized the first Startup Weekend in Traverse City, MI and expanded it to Northern Michigan Startup Week in 2022.

Reference: Eric Roberts (available upon request)



CityRecess- event discovery consumer product

Cofounder | 2011-2013 | Tucson, AZ

Built a company from the ground up using lean startup principles. Business development, community management, pitch creation, a/b testing, customer interviews

Reference: Warner Onstine (available upon request)



Other Startups and Apps Created

- Beyond Forests- nature therapy and eco-friendly scattering of remains in nature
- InternTC- Company/Intern Matching Marketplace
- ICS WorkFlow- app for Incident Management Teams using ICS in

- Loyalty App- consumer information about local businesses, specials, coupons
- Landscape App- backend tracking and time management, fleet/crew management
- TC Ale Trail- tourism info map with rewards and inductive stamp function
- DockSlip- airBnB for boat slips, Startup Weekend Winner

Education and Acknowledgements

- Bachelor of Arts in Business Management
Hope College, Liberal Arts School | Holland, MI | 2003-07
- Student Body President, Founder of HC Business Club
- Hope Business Department London Term 2005
- The American School- Moroccan Arabic
- Traverse City Business News “40 under 40” | 2013-16, 2023
- Founder and President of ThinkTC progressive community organization | 2013-2016