

Matthew Benner

Specialties

- Financial services, telecommunications, Internet hosting and energy industries
- international retail and commercial branding and marketing
- Large-scale business acquisition and integration strategy

Where Matthew Can Help Your Business

- Rehabilitating your brand's reputation, recognition and strength
- Directing your international marketing and business development efforts
- Helping your company adapt to major legislative and regulatory changes affecting your industry

Success Stories

- Boosted monthly sales volume by more than 20%, lowered cost per sale by almost 80% and nearly tripled new opportunity volume for an Internet hosting business
- Increased Reliant energy's retail contribution margin by a record 85%
- helped direct Barclays Bank's \$5.5 billion acquisition and integration of South Africa's largest bank, ABSA
- Increased a leading financial service's ECM revenue from 3% to 55% of total net equity sales



Executive Marketing Positions

Senior Vice President, The Planet

Senior Vice President of Retail, Reliant Energy

Director of Marketing/CMO, Barclays Bank, PLC

Senior Vice President, Fidelity Investments

Vice President, AT&T Consumer & Small Business

Category Manager, Kraft Foods

Brand Management, Procter & Gamble

Contact Information

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Matthew Benner Biography

Matthew Benner joins Chief Outsiders as a driven leader with a consistent track record of delivering results and growing both volume and profits above expectations for a wide range of businesses including: Reliant Energy, Fidelity Investments, Barclay's Bank; AT&T; Kraft Foods and Procter & Gamble. Benner's experience shows proven strengths in innovative problem solving, customer insight, and organizational development and motivation, all aligned to deliver breakthrough performance.

As Senior Vice President of Retail at Reliant Energy, Benner directed overall P&L, strategy, and all customer-facing functions for the \$5.5B retail electric business with a team of 2000 employees. Responsible for marketing, sales, operations, customer care, new product development, and PR, Benner increased the retail contribution margin by 85 percent, reaching record levels. Benner successfully navigated and implemented major legislative and regulatory changes including opening new markets to competition, integrating renewable energy, and environmental issues. He also improved the Reliant brand reputation for the first time ever, increasing customer likelihood to purchase by nearly 40 percent, growing customer count to an all time high.

Prior to his position at Reliant Energy, Benner acted as Director of Marketing at Barclays Bank PLC in London, leading retail and commercial marketing outside the UK. There he introduced the first ever Barclay's branding strategy and marketing campaigns delivering best in class brand recognition and strength. Benner managed all marketing and product development for the retail banking, wealth management, and private banking businesses across over 40 countries in Europe, Africa, and the Middle East. Benner was one of six executives who led the \$5.5B acquisition and integration of the South Africa's largest bank ABSA. This enabled Barclays to successfully reenter South Africa. He also introduced the first multi-channel and online marketing strategy, increasing average sales flows by over 300 percent.

Benner has also held positions such as Senior Vice President at Fidelity Investments; Vice President at AT&T; and Category Manager at Kraft Foods. While at Fidelity, Benner was a key driver of dramatic growth, increasing the ECM revenue from 3 percent to 55 percent of Fidelity's total net equity sales. Benner led both B2B and B2C marketing efforts, supported five related business units with nearly \$200B in assets, and introduced an integrated direct marketing strategy that tripled the number of marketing generated sales in under two years. Benner led the team that both introduced the industry's first online service offerings, and was the primary driver behind the 45 percent increase in plans sold for the small market unit overall.

Benner earned his BSE in chemical and nuclear engineering at Princeton University. In his spare time, Benner enjoys golfing, but sometimes ends up inadvertently re-landscaping the course. He also teaches martial arts and is an avid reader.

