

MR. MATTHEW C. GEARY – DIRECTOR OF BUS DEV
PROVECTUS ENVIRONMENTAL PRODUCTS, INC.
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Mr. Geary has over twenty-nine years of experience in the environmental construction industry, ranging from his role as a site superintendent for one of the nation's largest remedial construction firms to managing a remediation estimating department and serving as Vice President of a mid-sized environmental consulting firm.

Matt has a strong and diverse background in applied environmental sciences. Mr. Geary has extensive knowledge of local state and federal regulations. He served as a member of the Brownfield Action Committee (BAC) for The Delaware Department of Natural Resources and Environmental Control (DNREC). Matt has presented technical papers and case studies at many local and national conferences. His practical field experience and knowledge of local markets will provide for superior service to our valued customers.

ENVIRONMENTAL SALES & CONSULTING EXPERT / EXECUTIVE LEVEL SALES LEADER

- Extensive and highly successful experience selling technical products, consulting services and environmental remediation contracting work in domestic and international markets.
- Executive-level sales leadership experience highlighted by YOY organizational sales growth, strategic market development, successful team building and staff mentoring, and effective distribution management.
- Hands-on early career experience in environmental contracting work including site supervision, estimating, project management, and health and safety.
- Well established relationships with customers and strategic business partners in environmental and civil engineering, contracting, construction, municipal and state / local government, utility, transportation and related industries throughout the US and Canada.
- Adept at securing face-to-face meetings with prospect company principals.

PROFESSIONAL EXPERIENCE:

Sales Management & Leadership Experience

- Develop sales forecasts and strategic marketing plans to attain immediate and long-term growth within existing and parallel markets as well as new business segments.
- Employ knowledge of market indicators, competition, material application requirements and regulatory restrictions to develop effective pricing strategies that consistently maximize profit potential while achieving optimal market share.



- Develop strategic go-to-market strategies and led business development teams to achieve consistent YOY sales increases averaging 10% over six years at Environmental Alliance.
- Provided sales leadership for branch offices and corporate staff in a five-state area.
- In depth knowledge of and relationships with the buyers in the following remediation markets; CCR, PCB, RCRA and non-RCRA waste generators, Brownfield developers, Remedial Engineering Firms, Superfund Contractors, Utilities and Oil Companies.

Environmental & Technical / Engineering Sales Experience

- Cultivate excellent working relationships with customers, contractors and other strategic business partners to successfully influence product specification and secure contract awards.
- Prepare and present technical proposals at the c-suite level and interface effectively with engineering, on-site construction, manufacturing, and R&D personnel as a contractor and consultant.
- Consistently exceed sales budgets and expand market penetration using proven talents in relationship management, account development, prospecting and strategic marketing.
- Define project scope, sequence and approach and oversee proposal production and pricing strategy.
- Conduct extensive market analysis to identify emerging business opportunities, new players and trends.
- Develop baseline projects while managing extended sales cycle of large projects, resulting in a steady revenue pipeline despite market volatility

Environmental Contracting, Estimating & Operations Management Experience

- In-depth technical knowledge and organizational leadership experience in supporting the sale of site investigation, compliance audits and environmental remediation system design and installation services.
- Hands-on estimating, project management, site supervision, and operational experience with AS/SVE and dual-phase extraction systems, excavation, T&D, in-situ bio-remediation, in-situ chemical oxidation, permeable reactive barriers, slurry walls and cut-off walls, MNA site decontamination and demolition work.
- Expertise in defining scope of work, establishing pricing and creating environmental contracting proposals.

EMPLOYMENT HISTORY:

CETCO, Division of Minerals Technologies, Inc. (MTI) – Bethlehem, PA (2011 to May 9th, 2016)

Position: Technical Sales Manager: North East & Mid Atlantic (U.S. & Canada)

Responsibilities: Generate technical product sales for waste water treatment, vapor intrusion (VI) barriers, Geotextiles- landfill lining / capping, contaminated sediment capping, in-situ soil stabilization and solidification (ISS) and groundwater remediation



projects. Develop and build relationships with contractors, property owners and strategic business partners in the Mid-Atlantic, New England and Eastern Canada regions.

- Consistently rank in top 2 in overall sales within the Environmental Products Group.
- Increased territory revenue from \$1.8MM to \$7MM during first full year of employment.
- Negotiated and closed a \$4.9 MM sale for CETCO Organoclay, the largest ISS sale in the company's history.
- Targeted, researched, vetted, executed sales agreements and provide ongoing sales support for five new VI product applicators to broaden market exposure and capacity.
- Successfully mentored and served as a resource to four new Regional Sales Representatives.

Environmental Alliance – Wilmington, DE (1999 - 2010)

Position: VP of Sales & Marketing / Health & Safety Officer / Marketing Director / Environmental Scientist

Responsibilities: Devised, created and led the execution of business development, marketing and sales initiatives for this \$15M environmental engineering consulting firm. As a member of executive leadership team, reported directly to owners and managed direct and indirect responsibility for a staff of 55 employees. Assumed official responsibility for regulatory compliance reporting and oversight as corporate Health & Safety Manager. Served initially in dual marketing and consulting roles, leveraging prior operations experience to sell, plan and manage customer transportation and disposal projects throughout the Mid-Atlantic region.

- Devised multi-faceted marketing programs and managed the opening of four strategically located branch offices in the Mid-Atlantic region to facilitate market penetration efforts.
- Achieved average YOY revenue growth of 10% and grew the company from 12 to 55 employees over tenure.
- Designed and produced a quarterly newsletter and regulation / market-specific mailers to engage customers and prospects, promote brand awareness and establish credibility with key players in market.
- Created, managed and expanded internal customer and prospect marketing database as a precursor to the adoption of third-party CRM software.
- Contributed ancillary revenue generated through billable bid specification writing and subcontractor management services as a field marketing representative.
- Added \$3.5 million in new accounts while expanding existing accounts.
- Diversified business portfolio to provide revenue stability in fluctuating market.
- Targeted, prospected and negotiated contract with Shell Oil, the largest account in the company's history.

Laidlaw Environmental Services, Inc. (LES, Inc.) – (1995 – 1999)

Position: Technical Sales Representative

Responsibilities: Responsible for business development, cost proposal preparation, P&L projections, field services oversight within the northeast region of the US for the PCB division.

Created new revenue streams in the transportation and disposal markets.



- Expanded company's field service line offerings and provide revenue stabilization in a shrinking market.
- Consistently exceeded a \$3.5MM annual sales budget throughout tenure.

PRIOR EXPERIENCE - (1986 - 1995)

Site Superintendent: OHM Remediation Services Corp. (Navy Division)

Lead Estimator / Sales Manager: Environmental Management Strategies, Inc. (EMS, Inc.)

Project Manager / Remedial Project Estimator: Stout Environmental, Inc.

General Foreman: OH Materials Corporation.

EDUCATION:

Pennsylvania State University – University Park, PA (1982 - 1986)

Degree: B.S., Environmental Resources Management

Specialized Training:

OSHA 40-Hour Safety Course, Petro-Tite Tank Testing Systems Training, PA Department of Environmental Resources Tank Installation Certification, Emergency Response and Confined Space Entry Training, PA Department of Transportation HM-181 Training Program.