

MATTHEW C. RADER

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Summary

Self-motivated, hardworking C- Level executive with extensive management, sales, and service experience. Recognized for a proven track record of leading high-performance sales and innovative service teams to continually meet or exceed business objectives over the course of 12 seasons in Major League Soccer.

Skills

- Fast Learner
- Leadership
- Sales and Service
- Dependable and Reliable
- Positive Attitude
- Adaptive and Creative
- Excellent Communication Skills
- Team Player

Experience

Vice President, Ticket Sales and Service

01/2022 - Present

Real Salt Lake | Sandy, UT

- Oversee all ticket sales and service for Real Salt Lake and Real Monarchs
- Develop and implement strategic sales plans to maximize ticket revenue through season ticket renewals, new season sales, packages, group tickets, and premium areas.
- Manage overall ticketing revenue and expense budget.
- Monitored KPI's and data metrics to achieve desired business objectives.
- Responsible for \$12.5million in annual ticket revenue
- Strategize and collaborate with PR, sponsorship, marketing, etc to build the RSL brand

Chief Operating Officer

10/2019 - Present

Utah Youth Soccer Association | Sandy, UT

- Manage a staff of seven employees.
- Oversee departments such as member services, events, league commissioner's office, risk management, building/facilities, and legacy fields project.
- Create and implement strategies to drive sponsorship revenue through new and existing accounts.
- Liaison between UYSA and 56 youth soccer clubs across Utah and Nevada.
- Establish weekly, monthly, quarterly, and yearly departmental goals and core objectives.
- General Manager for Ogden City Soccer Club (USL Two)

Chief Ticketing Officer

05/2017 – 10/2019

Real Salt Lake | Sandy, UT

- Set all-time ticketing revenue records for both the 2017 and 2018 Major League Soccer seasons.
- Oversee ticket sales and service for Real Salt Lake (MLS), Utah Royals FC (NWSL), and Real Monarchs (USL).
- Generated over \$1.6 million in ticket revenue for the Utah Royals FC inaugural season in 2018.
- Developed and implemented strategic sales plans to maximize ticket revenue through season ticket renewals, new season sales, packages, group tickets, and premium areas.
- Created weekly sales training campaigns for account executives.
- Established staff performance goals with quarterly reviews.
- Monitored KPI's and data metrics to achieve desired business objectives.
- Created RSL's first Inside Sales Team in 2018.
- Managed overall ticketing revenue and expense budget.
- Implemented new STM benefits such as private entrances, exclusive food discounts, new STM orientation, discounted parking options, dynamic pricing on additional tickets, and personalized member ID cards.

Director of Group Sales

01/2016 - 05/2017

Real Salt Lake | Salt Lake City, UT

- Increased group ticket sales numbers 21% (year-over-year).
- Increased group ticket revenue 23% (year-over-year).
- Managed 163 corporate clients and 56 youth soccer club accounts.
- Created and implemented strategic sales plans.
- Collaborated with staff to maximize customer satisfaction, streamline procedures and boost bottom-line profitability.
- Oversaw personnel recruitment, performance and scheduling for full-time staff and game day interns.

Group Sales Manager

01/2010 - 01/2016

Real Salt Lake | Salt Lake City, UT

- Built soccer community fan-base for expansion team from nation's largest per capita youth soccer population.
- Managed largest existing clientele and consistently developed new business.
- Served as liaison to local governing bodies, i.e.
 - Utah Youth Soccer Association, American Youth Soccer Association and Utah Recreation and Parks Association.
- Supported soccer community partners through board meetings, tournament activation, player appearances, mascot appearances, youth camps/clinics.
- Fulfilled all on-field, game-day inventory (Parade of Kings, Dream Team, Ball Kids, Dream Flags, Halftime Mini Games).
- Created unique strategies and grassroots sales efforts to consistently meet aggressive sales goals annually.
- Maintained successful group sales culture despite changes in structure and personnel.
- Achieved 63% increase in sales over six years to outpace 57% increase in personal sales goal.
- Exceeded sales goals by an average of \$65K each year.

Account Executive

01/2008 - 01/2010

Real Salt Lake | Salt Lake City, UT

- Implemented Season Ticket Relocation Event for the opening of Rio Tinto Stadium (10/2008).
- Lead the Season Ticket Sales team with over 350 new FSE's in 2008.
- Managed 450 season ticket accounts.
- Averaged over 85 percent renewal rate.
- Created the RSL JR's Program with over 20,000 current participants.

Regional Sales Manager

03/2007 - 01/2008

Farr's Ice Cream | Ogden, UT

- Managed over 100 retail vendors in Utah, Idaho, and Wyoming.
- Developed new business through sales calls and meetings.
- Serviced clients on a weekly basis via phone calls and account visits.
- Increased book of business by 20 accounts.

Produce Manager

01/1999 - 03/2007

Albertsons Grocery | Ogden, UT

- Managed a team of eight.
- Accountable for team sales goals, profit ratios, and inventory control.
- Wrote weekly schedules, sales plans, schematics and department goals.
- Controlled costs and product quality.
- Developed unique strategies to enhance sales and profitability.

Education and Training

B.A: Human Performance Management
Weber State University | Ogden, UT

2005

References

REFERENCES Available upon request

- 2010-2017 “Gold” Status- Group Ticket Sales, Major League Soccer, #3, #3, #6, #5, #8, #18 (“Bronze” Status), #1, #12 (“Silver” Status) By Year Respectively, Overall in Group Sales
- 2016 Major League Soccer “Salesperson of the Year” Award Winner