



GROWTH FACILITATOR



**Matt
Tatum**

Strategy Focused | Tech Business Leader

FOCUS: SALES & MARKETING

Strategy Focused | Tech Business Leader

Profile

Matt has been a sales executive and marketing strategist for two decades. Over the last decade he has sold over \$26M in revenue with over 500 tech companies. Matt now combines his decades of experience to provide growth strategy and coaching.

Experience

As a trusted advisor to early-stage and scaling tech companies, Matt combines strategic insight with hands-on execution to help organizations break through noise, differentiate in competitive markets, and build repeatable growth engines. His background spans startups, enterprise tech, agency leadership, and venture-backed innovation.

Backed by proven go-to-market playbooks and modern AI tools, Matt delivers both the strategy and systems needed to move fast and win.

- Vice President of Business Development
- Sr. National Account Manager
- Sr. Project Manager
- Director of Marketing Experience

Results

A career distinguished by significant achievements, including:

- Over a decade as leading a sales executive, closing over \$26M in revenue with over 500 tech companies.
- Sales strategy and consulting for leading brands such as Oracle,
- ServiceNow, Masterclass, and Lyft. Launched a business unit focused on creating elevated marketing
- experiences for brands such as Coca-Cola, Nike, and Adidas, which become the growth engine for the company.

Areas of Expertise:

- Go-To-Market
- Sales Strategy
- Marketing Strategy
- Customer Success



EXPERT EXPERIENCE + WORLD-CLASS TOOLS = YOUR SUCCESS

This expert brings a wealth of experience to Demand Metric's roster of growth facilitators. Backed by the world's most trusted and proven set of playbooks and toolkits for analysis, planning, and decision-making, our mission is to support your team with the tools and guidance they need to make better decisions and recommendations for growing your business.

