

MATTHEW E. LEEDHAM, ELI-MP, CPC

CHIEF ACHIEVEMENT OFFICER, VELOCITY
CERTIFIED PROFESSIONAL COACH
ENERGY LEADERSHIP INDEX – MASTER PRACTITIONER

QUALIFICATIONS SUMMARY

- Executive Leadership Coaching
- Empowerment Coaching
- Strategic Planning
- Goal/KPI Setting
- Public Speaking
- Team Building & Team Management
- Profit & Loss Management
- Relationship Management
- Market Research & Analysis
- New Product/Service Development
- Business Development
- Project Management
- Person to Person Sales
- Consultative Selling

Executive Leadership Coaching

Coach leaders in business, education, and community organizations to be more effective communicators and high achievers.

Empowerment Coaching

Coach individuals to create meaningful, sustainable change based on proven techniques and experience.

Strategic Planning

Training in and experience with strategic planning and execution.

Goal/KPI Setting

Experience in personal and team goal setting with key performance indicators, measurable wins, and effective action plans.

Public Speaking

Experience in multiple positions speaking to large and small groups, both domestic and international.

Team Building & Team Management

Adept at understanding people, setting expectations in both directions, and aligning incentives to create highly effective teams.

Profit & Loss Management

Managed multi-million dollar P&L for a large education company's northern Virginia operations.

Relationship Management

Especially adept at rapport building and relationship management, particularly with high level executives and entrepreneurs.

Market Research & Analysis

Researched local and international markets for the purpose of targeted marketing and new product development.

Business Development

Sourced new revenue streams via networking, research, grant writing and responses to government RFPs.

Project Management

Ability to see the finished product and back into and effective plan to achieve desired results.

Consultative Selling

Understanding of and success with the consultative selling approach, using relationships to build business.

RELEVANT EXPERIENCE

Founder and Chief Achievement Officer

Velocity Coaching & Consulting, Washington, DC

- Build and design custom content and curriculum for professional development seminars on topics such as solution-oriented communication, influence without authority, strategic planning for small teams, effective leadership strategies, etc.
- Develop content for and facilitate personal development workshops on the topics of personal goal setting, values and vision creation, stress management, and personal empowerment.
- Provide leadership and empowerment coaching to entrepreneurs, executives, educators, and individuals.
- Author weekly blog posts, manage blog content, and script weekly newsletters.
- Manage operations of the business including governance, finance, marketing and strategy.

Director, United States

Entrepreneurs' Organization, Alexandria, VA

- Created and managed staff performance dashboards that measure all incentive based goals and keep the team focused on key metrics.
- Oversaw three regions (U.S. West, Central, and East), with a portfolio of 54 chapters and over 3,300 dues-paying members totaling over \$5M (45%) in revenue for the organization.
- Identified unique ways to grow and retain members in the United States, including lead generation tactics, prospective member events, and internal and external incentive-based contests.

Director of Business Development

uKnow, Washington, DC

- One of four equity owners in the company, including the principal investor, president, and vice-president; ultimately responsible for strategic decision making, budgeting and overall direction of the company.
- Manage all growth and strategy, including P&L management, budgeting, marketing, and service delivery of all uKnow special projects and divisions including Admission Coaching, Cultural Immersion, International Teacher Recruitment, Professional Development, Business Development, Business Operations, and the uKnow Foundation.
- Deliver seminars and presentations on American academics to a variety of domestic and international audiences, including a two-week, 22 engagement speaking tour throughout western and southern Turkey.

Center Director

Kaplan Test Prep & Admissions, Arlington, VA

- Delivered weekly seminars to prospective students on a variety of academic subjects designed to demonstrate expertise.
- Delivered monthly speeches to a variety of audiences on the college and graduate admissions systems, including high schools, universities, and job fairs.
- Initiated, coordinated, and supervised advertising campaigns and promotional programs, including corporate marketing and business to business sales.
- Supervised, trained, and evaluated 40+ direct and indirect reports.

EDUCATION

Bachelor of Arts in Sociology with a focus in Statistics
University of Maryland, College Park

CERTIFICATIONS

Certified Professional Coach: *Institute for Professional Excellence in Coaching*
Shrewsbury, NJ

Energy Leadership – Master Practitioner: *Institute for Professional Excellence in Coaching*
Shrewsbury, NJ

NOTEWORTHY

- Finished the Marine Corps Marathon in 4:37:38 (2004), the Cherry Blossom Ten-Miler in 1:30:34 (2009), and the Austin Marathon in 3:41:48 (2010).
- Two-time, all-star international baseball player
- Dual citizenship with United States of America and Ireland (EU)
- Volunteered over 1500 hours for a variety of charities, most notably a 3-week trip to Huatabampo, Mexico to restore a youth activity center
- Certified Mixologist by the Professional Bartending School (2000)
- Survivor of La Fiesta de San Fermin in Pamplona, Spain (2001)
- Hiked the ancient Inca Trail to Machu Picchu (2009)
- Have traveled extensively in the following countries: Austria, Belgium, Brazil, Canada, Costa Rica, Czech Republic, France, Germany, Great Britain, India, Ireland, Italy, Mexico, Monaco, Netherlands, Northern Ireland, Peru, South Korea, Spain, and Turkey