



SALES LEADERSHIP & MARKETING CONSULTANT

MAT FORESTER



Mat has over 20 years of Sales and Marketing Leadership experience as a Vice President, Senior VP and General Manager in a broad range of industries, including commercial construction, records and information management, retail and restaurant marketing and non-profit fundraising both in the US and Canada. He has established a reputation of successfully integrating new sales processes and marketing resources to benefit sales organizations looking to maximize revenue and profit opportunities.

Mat specializes in building and integrating structured sales methodologies that align with organizational needs, and the training and coaching of sales and marketing leadership and their teams. Mat brings a unique energy to business development and marketing strategy and is a proven sales leader who can help your business build an efficient sales strategy to increase revenue, profit and market share.

Mat spent nearly a decade as a Cavalry Scout Team Leader in the U.S. Army, and served with distinction in the 1st Infantry Division during Operation Desert Shield and Desert Storm. He brings a unique blend of team leadership, planning and implementation derived from years of applying military leadership principles and processes to sales teams around the country.

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