

# Chief of Staff

Matt Creel





Melinda,

With eagerness, I want to express my interest and passion to join Podopolo as your Chief of Staff (COS). Having served as Chief of Staff in a fast-paced, high-pressure environment, I have a great understanding of what it means to be an extension of an executive.

As you will find on my resume, my versatile background means I will bring value in every area of the business. From building and operating organizations as a COS to scaling a two-sided marketplace at Qualia, growing from less than \$200k ARR to more than \$8 million in under three years, I am the Swiss-Army knife you need for rapid growth.

Moreover, having hosted and produced podcasts in the past, and with a desire to create more in the future, I fully understand and love the mission and purpose of Podopolo.

As your COS, I will represent you and the company with the highest integrity in everything I do. I have the managerial, analytical, diplomatic, and trusted advisor skills you are looking for.

This document provides an overview of my experiences, outlines some of my accomplishments, and provides some insight into who I am as an employee.

Matt Creel, MPA, MBA

# Who am I?

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## As a Chief of Staff I am driven by:

- A passion for removing every obstacle I can so teammates and the organization can succeed
- An obsession with creating phenomenal experiences for customers, partners, and teammates
- A conviction that everyone deserves respect for the unique value they bring to the team
- Learning everything I can as quickly as possible to make an impact on the team's work
- The belief that much of my value comes in solving problems before they reach my boss, allowing them to focus on the things that matter to them

## About Me:

- Husband and dog owner (x2)
- MPA Graduate of Texas A&M
- MBA student at University of Iowa
- 18 years of professional experience
  - 5 years as Chief of Staff, 5 years in SaaS/proptech
  - Hiring, coaching, managing experience
  - Swiss Army Knife of skills, cross-functional leader
- Former podcast co-host and producer
- Gardener, aspiring BBQ pitmaster, lifelong learner



# A Few Accomplishments

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## **Qualia Labs - Senior Partnerships Manager**

- Scaled two-sided Marketplace 40x (less than \$200k ARR to more than \$8 mm), transaction volume 29x, and vendor headcount 8x in under three years
- Developed SOPs for sales, customer success, and handling payments to vendors, continually evaluating and improving
- Hired, trained, and coached team members
- Closed \$250k ARR in upsells in my last 60 days at Qualia (Q4 2020)



## **Texas Legislature (Multiple Members) - Chief of Staff**

- Represented executives and the organization in meetings, press calls, high-level negotiations, and other strategic initiatives and partnerships
- Strategic planning for all products, policies, and comms/marketing efforts
- Structured staff roles, hired, and mentored all employees
- Developed SOPs for comms, admin work, product creation and reporting, and
- Proactively work across agencies and departments to solve problems

# What They Say About Me\*

## Greatest Strengths

- “Fast, scary fast, learner” (coworker)
- “Ability to build consensus and get agreement” (manager)
- “has an almost insurmountable amount of patience” (direct report)
- “Expressing criticism in a way that fostered growth, development as opposed to resentment” (direct report)
- “Great leader, calm and level headed, considerate, good listener” (coworker)

## Skill Ratings

	Low		Avg		High
Strategy and Analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Data Driven Decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Solving Problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Building Relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Working Cross-Functionally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Working w Ambiguity/Figuring It Out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

***“Matt always delivers thoughtful, and detailed responses to the trickiest problems. He arms you with additional takeaways as well as possible solutions. Never one to complain or brag, his humble approach is extremely welcomed.”*** - Coworker