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MILESTONES OF SUCCESS

ACCOMPLISHMENTS AND MILESTONES

Business Building: Creating Revenue Streams through Relationship Building

I identified an opportunity with a regional, state-funded organization (DVIRC) that would allow for Membex to provide marketing and development resources to their client base.

Over the course of a few months I established a relationship with key executives and was able to secure Membex Interactive as their agency-of-record to provide marketing, design, and technical development for all online initiatives to their client base.

This relationship and solid base of business propelled Membex to profitability for many years and served as the cornerstone of our business growth.

Market Identification and Reaction: Generating Sales Opportunities through Market Awareness

As a result of market analysis, I found a significant opportunity existed to provide marketing and development services to small business partners. The typical engagement for Membex was mid-sized business supported by staff and resource allocation in-line with project support and revenue. Entering into a smaller per-project revenue market with higher volume would mean bearing the potential risk for unscalable growth.

The solution I engineered was the "Membex Studios". This was a self-service, template based website product which enabled small businesses to engage with Membex and use our services while allowing us to keep existing staff and resource levels.

This not only generated a new, profitable revenue stream, but created a prospect pool for our sales force to harvest for future large scale upgrades.

Profitability through Innovation: Engineering Extranet Portal to Reduce Costs and Increase Quality

Triumph Group, Inc.(NYSE: TGI) is a global leader in supplying and overhauling aerospace systems and components. Operating in 53 locations, Triumph designs, engineers, manufactures, repairs and overhauls aircraft components, subassemblies and systems.

For this project I was tasked with engineering, designing, and developing an extranet supplier portal to increase connectivity and efficiencies within their existing supply base of over 4,500 suppliers and to connect the company business units to share resources and reduce redundant processes. This project spanned three years and required intensive strategic and technical planning, development, on-site training and user flow analysis. The core of this site is an advanced user profile through which all application, data and tracking mechanisms are keyed.

Key functionality included: Secure user authentication, data upload integration, real-time reporting and graphing, data management, issue and project tracking, multi-channel communication portal, advanced query building interfaces, quality assurance functions, and a full suite of content and data management tools.

Creating Direct Line Revenue Channels: Direct Revenue Generation through Email Marketing

On my work with a large retailer of frozen foods, one of the brand objectives was to increase sales online. The challenge was that given their distribution channels and the nature of the product, direct e-commerce was not an option.

To satisfy the brand objective I created an integrated program of email marketing and product purchase tracking through coupon redemption. This connection allowed me to directly correlate the cost of the email campaign and identify the exact amount of revenue generated through statistical analysis of in-store coupon redemptions against a specific campaign.

With the triggering of each email campaign, I was not only able to predict the amount product sales and incremental revenue that it would generate, but do so in a way that kept costs down and was profitable for the brand.

Data Acquisition for Profitability: Lowering the Cost of Opportunity

I was charged with the task of designing an integrated strategic marketing plan to drive website data acquisition from current levels of 400K to 1.5MM Opt-In Registrants within the Fiscal Year, and acquire each qualified email at a cost of under \$1. The goal was to then feed these emails into my email marketing plan to drive incremental purchases at a rate profitable to the brand.

To accomplish this I used a fluid mix of integrated "value" offerings to motivate and engage consumers, driving them online for opt-in opportunities. Through a final mix of integrated tactics I was able to accomplish my goal at an average rate of \$.87 per email.

This was a fantastic success and the lower cost of acquisition added additional profitability to my campaign and to the brand.