

# Matt Krause

COMMUNICATIONS AND  
PRESENTATION COACH



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## Executive Summary

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Experienced communications coach and trainer comfortable with the highest-level execs in any company. Loves to streamline communication across departments and international language boundaries. Skilled at rewording explanation of arcane technical subjects for mass consumption. Expert speechwriter and delivery trainer.

Clients include CEOs and board members of companies like Vodafone, İşbank, Allianz, Anadolu Hayat, Citigroup, Turkcell, Anadolu Efes, Yapı Kredi, Garanti Portföy, etc.

## Skills Highlights

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- Presentation design
- Executive speechwriting
- Financial storytelling
- Interdepartmental communication
- Ghostwriting
- Investor communication

## Volunteer Work

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### **Presentation Guild Board Member**

Ohio, USA

Responsible for keeping Events pipeline full, internationalizing the membership, and for maintaining the Guild's Wordpress website.

### **Anatolia Toastmasters**

Istanbul, Turkey

Responsible for club development and outside evaluation sourcing.

## Work Experience

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### **Presentation Coach**

Recipient Labs, 2013 - present

- Improved communication between departments to speed project completion.
- Wrote books and speeches for C-suite executives to explain their companies to other industry leaders.
- Produced video, audio, and written articles to represent client companies to stakeholders.
- Designed PowerPoint and Google Slides presentations so executives could illustrate company initiatives to investors and financial institutions.
- Reworded explanation of arcane technical subjects for mass consumption in order to broaden support for client organizations.

### **Communications Coach**

Krause English, 2006-2013

- Built a client base of executives and managers from multinational FMCG, financial, and manufacturing companies in Turkey and Eastern Europe.
- Trained customer service reps at a \$3 billion export business, teaching them how to convey difficult messages in a way that built customer loyalty.
- Prepped product managers for global FMCG companies like P&G and Cadbury for presentations on product development plans to European and American bosses.
- Coached Retail Operations Director of \$1 billion apparel company how to better present store opening and closing strategies to international board members.

## Work Experience (continued)

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### **Sales and Customer Service Manager**

Moda Jewels, Ltd., 2003-2006

- Owned and operated an ecommerce retail business selling Turkish jewelry to North American customers.
- Grew direct-to-consumer retail shipments from only 20 per month to over 200, while stabilizing the delivery window and cutting transit time from 2 weeks to 3 days.
- Developed customer service practices via calls and email, to build relationships with customers and to better understand their needs and how they used the products.
- Tripled repeat customer business with incentives and WOM tools, raising return business from 5% of total sales to 15% of total sales in the first year.
- Cut advertising costs in half by refining target customer definitions and improving site design elements like product photography, graphic design, and navigation.

### **Finance Analyst, Retail Operations**

Eddie Bauer, 2000-2003

- Allocated monthly payroll budget (average of \$10 million per month) to 550 individual retail stores across the USA and Canada, taking into account store-level factors like product assortment, square footage, security needs, etc.
- Improved store-level sales planning, so sales managers could spend less time in the office adjusting forecasts, and more time on the sales floor with customers.
- Developed tools to plan and manage retail store staffing expenses, so individual stores could adjust staffing levels quickly as sales fluctuated, and yet the overall company would still hit its % of sales targets.
- Collaborated with other Retail Ops Finance members, developing ways to make more efficient use of the existing budget money, in order to maintain as much staffing in the stores as possible, given the shrinking budgets brought on by steep drops in sales.

## Education and other info

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UNIVERSITY OF CHICAGO, 1988-1992

B.A. (Bachelor's Degree) in East Asian Languages and Civilizations, 1992.

Harry S Truman Scholarship, 1991

LANGUAGES:

American English (native); Mandarin Chinese (intermediate); Turkish (basic); Spanish (basic)

OTHER:

Club Founder, Istanbul Toastmasters

On the web at [www.mattkrause.com](http://www.mattkrause.com)

Happy to relocate and travel internationally

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