

! Resume: David C. Matteson

BACKGROUND

Executive and senior management positions, non-profit and for-profit. Proven expertise in expressing and promoting ideas in the market place, through strategic planning, business growth, organizational architecture, change management, marketing, communications, and executive coaching. Emphasis in health, wellness, and natural products industries.

EXPERIENCE

President, Early-Edge Solutions, Seattle

Business development and executive coaching for entrepreneurs, innovators and visionary organizations striving to improve healthcare and promote health and wellness. Strategic services to integrate planning, marketing, public affairs, financing, and management.

Executive Vice President / Founder pH Sciences, Inc., Seattle

Part of team that conceived, planned, and launched this natural product business that manufactures and sells innovative, patented, natural body alkalization products. Responsible for business development, federal compliance, and all marketing and sales.

Director of Public & Professional Affairs, Bastyr University, Seattle

Spearheaded overall public affairs strategy for the institution, loaned executive to various health care professions, spokesperson on national issues, built industry coalitions around national public policy and issue initiatives.

Executive Director, Washington State Chiropractic Association, Seattle

Mediated the merger of three competing companies, and engineered / built an 1100-member trade association and a \$200,000-a-year political action committee.

Sr. Vice President, Public Affairs Division, Hill and Knowlton, Seattle

Devised and executed public issue strategies and corporate communications plans for Weyerhaeuser, Bank of America, Waste Management, and Nintendo.

Vice President, Public Affairs Division, Hill & Knowlton, Honolulu

Created public affairs division; public-issue programming for GTE, Outrigger Hotels, State of Hawaii, state-wide business coalitions, and land developers.

Adjunct Professor, University of Hawaii, Grad School of Regional Planning

Public policy within an issues management context.

Partner, Pacific Interactions, Honolulu

Developed and applied innovative public participation techniques for regional planning.

Director, Conflict Management Program, Honolulu

Created first-of-its-kind program and pioneered the use of mediation to public policy, land use/environmental and business disputes. Settled numerous cases.

President, Matteson and Rae Associates, Inc., Honolulu

Environmental and land use impact analyses and mitigation plans.

Clarity Illuminates...

Partial Client Listing

*American Association of
Naturopathic Physicians*

*This size is chosen to be look
different from the body copy*

American Tours International

Bank of Hawaii

Boeing Commercial Aircraft

Bastyr University

GTE/Verizon

*International Conference on
Integrated Medicine*

Money Loop

Natural Products Association

Nintendo

Salugeneccists

Super Oxide International

Weyerhaeuser

! Resume: David C. Matteson, cont.

EDUCATION

- Masters: Urban and Regional Planning
(Public Affairs and Public Policy)
- Masters: Public Health
(Business Administration and Planning)
- Masters: Education
(Science, Biology, Chemistry)
- Bachelors: Environmental Biology / Civil Engineering

CERTIFICATIONS

- Accreditation in Public Relations: Public Relations Society of America
- Mediator / Arbitrator: American Arbitration Association
- Mediator: Chief Justice's Dispute Resolution Program
- Group Facilitator: Interaction Associates, San Francisco
- Teacher: Permanent State Teaching Certification
- Trainer: ASTD training certificate

Clarity Illuminates...

Visioning is perhaps the most important step in effectively transforming a good idea into effective action, because early clarity has long-lasting benefit.

Architecting is a rigorous and research-based process that lays out the critical choices and sequential steps to move an idea from an excited vision in your mind to a specific business structure.

Empowering an idea involves building and evolving organizational structures and aligning individual leadership and decision-making capacity to perform well at the various phases of business growth.