

# MATTHEW THOMAS VOGEL

1315 L Street, Davis, CA 95616  
415-308-7256, mtvogel@gmail.com

## EDUCATION

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**MBA Candidate**, Graduate School of Management, University of California Davis (Class of 2008)

**BA**, University of Colorado, Boulder, CO (1998)

- Degrees: Communication and Psychology
- Dean's List: Spring 1998
- Financed 50% of undergraduate tuition and living expenses by working.

## EXPERIENCE

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**Diabetes Sales Specialist**, Smiths Medical, San Francisco Bay Area (12/03 to 9/06)

- Leading global provider of medical devices for the hospital, home, and specialist environments.
- Ranked number one regional and top five national sales representative; generated over \$1.5 million in annual sales.
- Sold the Deltac Cozmo insulin pump to physicians and diabetes educators.
- Coordinated durable medical equipment (DME) insurance reimbursement process, resulting in a faster, more efficient sales cycle.
- Created local marketing campaigns which were developed into successful national campaigns.
- Trained field sales force on effective selling techniques; selected as one of four national trainers.
- Directed regional clinical education team.

**Territory Manager**, LogiMedix Diabetes Distributor, San Francisco Bay Area (6/02 to 11/03)

- Ranked number one national sales representative for 2003.
- Sold glucose meters and insulin pumps to physicians, diabetes educators, and pharmacies.
- Developed sales strategy for new territory; partnered and established relationships with other reps.

**Owner/Lead Designer**, Night Train Designs, Boulder, CO (12/00 to 6/02)

- Designed web sites and marketing materials; managed a team of designers and programmers.
- Established and maintained a diverse client base of corporations, small businesses, and non-profit organizations.

**Project Manager/Web Designer**, Catalyst Communication, Boulder, CO (1/00 to 12/00)

- Managed and oversaw corporate and retail web site projects under strict deadlines.
- Coordinated communication among team members, clients, and third parties.

## ACTIVITIES AND AWARDS

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**Founder and President**, "Insulin Factor" Non-Profit Organization (10/02 to present)

- International athletic team and support group for people with diabetes ([www.insulinfactor.com](http://www.insulinfactor.com)).
- Grew membership to over 200 through strategic, grass-roots marketing campaign.
- Coach and mentor member participation in athletic events (triathlon, running, cycling, swimming).
- Established online users group for members, physicians, nurses, and the diabetes community.
- Wrote articles about diabetes, exercise, and new technology ([www.insulinfactor.com](http://www.insulinfactor.com)).

**Public Speaker** (4/93 to present)

- Write and deliver motivational and informative speeches on "Living with Diabetes" and "Exercise and Diabetes."
- Spoke at Stanford, UC San Francisco, UC Davis, Juvenile Diabetes Research Foundation, American Diabetes Association, American Association of Diabetes Educators, and diabetes support groups.

**Director of Marketing and PR**, "Tour de Cure" annual cycling event (9/98 to 10/99)

- Organized and coordinated event media coverage, promotional materials, and web site.
- Spokesperson for event, through radio and TV interviews; solicited national and local sponsors.
- Raised over \$20,000 for the American Diabetes Association (first year event).

**First Place**, 2002 River City Triathlon

**Third Place**, 2005 San Jose Mountain Bike Triathlon

**Golden Ball Award**, outstanding service to American Diabetes Association