

FRANNIE MATTHEWS

<https://www.linkedin.com/in/frannie-matthews/>

Frannie is a transformational leader who understands the impact of technology on the velocity of business. She is constantly scanning for what's next. Frannie drives for superior performance in the present while building for innovation and agility in the future. She seeks to be the disruptor rather than the disrupted.

STRENGTHS AND SKILLS

- Leadership & Coaching
- Ethics and Governance
- Revenue Generation & Business Development
- Process and Organizational Efficiencies
- Emerging Technology Strategist
- Cyber Security Risk Mitigation
- Design Thinking
- Collaborative Innovator
- Critical Thinker and Decisive Problem Solver
- Keynote Speaker & Storyteller
- Global Thinker
- Community Leadership
- Tech-centric Public Policy

EXPERIENCE

JULY 2018 – PRESENT

PRESIDENT AND CEO, COLORADO TECHNOLOGY ASSOCIATION

Leading the Colorado Technology Association with the mission of ensuring that the State of Colorado has a strong tech-centric economy. Organizational focus is to grow and provide higher levels of member engagement and value. Strategic focus areas are economic development, talent growth, smart tech policy, and enhance vibrant tech community. In 2019, we grew year-over-year membership revenue by 31%. In 2020 we improved end of year cash position by 37% without federal loan/grant assistance. Success is directly attributed to focus on value, discontinuing non-core low value activities, financial governance, and accountability through metrics.

NOV 2020 – PRESENT

COLORADO SMART CITIES ALLIANCE, BOARD MEMBER

Collation of industry leaders and public sector officials driving for a better citizen experience through the use of emerging technologies such as IoT, Artificial Intelligence, and Cloud. Focus areas are transportation, public health, housing and environment.

JULY 2019 – PRESENT

TECNA, TECHNOLOGY COUNCILS OF NORTH AMERICA

VICE CHAIR

Drive strategy for strong tech-based economies across North America. Activities include program collaboration between member organizations as well as tech policy leadership.

Primary focus: Public Policy, Executive Director Search Committee, Diversity & Inclusion

JANUARY 2018 – PRESENT

STATE OF COLORADO WORKFORCE DEVELOPMENT COUNCIL

Governor appointed position, business led coalition aligning economic and workforce development, education and training. Objective is to create a world-class ecosystem for talent development in the State of Colorado.

Primary focus: Education and Training Steering Committee

APRIL 2000 – MAY 2018

SALES LEADER AND BUSINESS UNIT EXECUTIVE, IBM

Over 18 years, progressed in the IBM sales organization as a result to consistently high performance. Successfully led high-performance sales teams to drive revenue production, profitability and customer satisfaction. As Business Unit Executive for the five state Rocky Mountain Region, my team consistently exceeded targets in excess of \$90 million annually.

EDUCATION

1991

**MASTER OF SCIENCE – TELECOMMUNICATIONS MANAGEMENT
GOLDEN GATE UNIVERSITY, SAN FRANCISCO, CA**

1981

**BACHELOR OF SCIENCE – MARKETING
UNIVERSITY OF FLORIDA, GAINESVILLE, FL**

AWARDS AND VOLUNTEER ACTIVITIES

SEPTEMBER 2020 - PRESENT

WOMEN'S LEADERSHIP FOUNDATION – BOARDBOUND PROGRAM

Educational program for executive women designed to help women be successful in obtaining corporate boards.

AUGUST 2020

DENVER BUSINESS JOURNAL – WOMEN IN BUSINESS LIFETIME ACHIEVEMENT AWARD

Recognized for sustained professional high achievement in business and community contribution.

FEBRUARY 2020

COLORADO WOMEN'S CHAMBER OF COMMERCE – 25 MOST POWERFUL WOMEN IN BUSINESS

AUGUST 2015 – SEPTEMBER 2019

UNIVERSITY OF COLORADO LEEDS SCHOOL OF BUSINESS - MENTORING

Mentored under-graduate business students in both the Professional Mentoring Program and the Professional Selling Course