

MATTHEW W. GLENNON

July 5, 2026

QUALIFICATIONS SUMMARY

Experienced lecturer, sales and marketing professional, and advanced manufacturing consultant with 20+ years of proven success in teaching, marketing, sales, technical consulting, and market development. Areas of expertise include:

- B2B Marketing
- International Marketing and Sales
- Entrepreneurial Consulting
- Advanced Manufacturing Market Development
- Professional Sales Training
- Customer Experience
- International and Domestic Educational Consulting
- Technical Marketing and Social Media Content

AWARDS AND HONORS

- Recipient of a Teaching Excellence Award for the Isenberg School of Management (May 2025 - present)
- Appointed as Director of the Isenberg Sales Academy (May 2025 - present)
- Featured academic expert contributor for WalletHub, providing marketing, sales, and consumer behavior insights through 1-2 published expert commentary articles annually over the past four years
- Marketing Department Curriculum Committee Department Chairperson (2023 - present)
- Appointed as an Executive Director to the Board of Directors for Yushiro Manufacturing Americas (2023 - present)
- Awarded Isenberg Use of Digital Technology Award (2021)
- Appointed as a Teaching Fellow at Isenberg (2021-2022)
- Nominated multiple times for the Teacher of the Year Award, Isenberg School of Management
- Co-Founder and Faculty Advisor for the Isenberg Sales Club (2015 - present)
- Faculty Advisor for emerging Customer Relationship Management Student Club (2019 - present)
- Selected to visit Israel to evaluate and consult with startup companies (2016)
- Product Manager Performance Recognition, Castrol (2001)
- Salesman of the Year, QualiChem (2012)
- Distributor of the Year, Nalco Inc. (2004)
- Salesman of the Year, Castrol, Inc., North and South America Runner-Up (1998)
- Performance award for contributions to corporate marketing initiatives, Castrol, Inc. (2002)
- Rookie Salesman of the Year, Castrol, Inc., North and South America (1995)

PROFESSIONAL HIGHLIGHTS

University of Massachusetts Amherst, Isenberg | *Senior Lecturer, September 2022 - Present / Lecturer, September 2015 - August 2022*

- Developed curriculum and instruct Foundations of Marketing, an introductory course focused on marketing fundamentals, delivered to undergraduate students both in person and online.
- Constructed original course content and built highly interactive classroom experiences using a Team-Based Learning approach. Beginning in Fall 2021, taught the course in a large lecture format with added emphasis on marketing theory; on-campus enrollment is approximately 479 students each semester.
- Created a current and relevant format that gives students opportunities to apply marketing concepts to live business cases and real-world examples.
- Serve as a mentor for students on business start-ups, career development, internships, and full-time employment opportunities.
- Help students attain internships and full-time positions at companies including Microsoft, HubSpot, Tesla, Qualtrics, Pepsi, Oracle, LinkedIn, and other Fortune 500 companies.
- Co-founder and Faculty Advisor for the Isenberg Sales Club; support board leadership, content, training activities, and travel with students to sales competitions across the United States, including NCSC in Atlanta, ICSC in Florida, and NISC at Bryant University.
- Teach Marketing 425 (Sales and Distribution), where students learn a sales technique developed through more than 25 years of professional selling and marketing experience. Arranged for executives from companies including Oracle, Target, and Salesforce to join class sessions and provide real-world sales training. Also taught the course fully online beginning in Fall 2022.
- As Director of the Isenberg Sales Academy, support student professional development, employer engagement, sponsor relationships, and sales education programming for Isenberg students.

Yushiro Manufacturing Americas — Executive Officer, Board of Directors | *September 2023 - Present*

- Appointed as Executive Officer for a Japanese-owned company with a global operation.
- Contribute management, marketing, and sales expertise to assist in the growth of a global portfolio of companies.
- Travel to South America, Asia, Canada, and Europe to provide marketing and sales expertise to emerging and established markets, with support for new business efforts in Singapore, Brazil, the Philippines, China, and Thailand.
- Provided European market development consulting support in 2025, working with international teams to identify growth opportunities, support distributor development, and strengthen technical sales strategies across advanced manufacturing markets.
- Responsible for corporate relationship development with companies including Boeing, Moog, and Blackhawk.

QualiChem, Inc. — Technical Sales and Marketing Consultant | *2025 - Present*

- Represent QualiChem through technical presentations and industry collaborations with leading manufacturing innovation organizations, including the Advanced Manufacturing Research Centre (AMRC) in the United Kingdom and the Oregon Manufacturing Innovation Center (OMIC).
- Serve as a technical marketing and social media contributor/consultant for QualiChem, developing industry-focused content related to advanced manufacturing, aerospace applications, customer success stories, and emerging machining technologies.
- Provide customer-facing technical sales consulting, market development support, and presentation development for aerospace and advanced manufacturing applications.

University Support and Workforce Development Program — Business Partnership Coordinator | *September 2017 - December 2018 (Contractor)*

- In a part-time but year-round position, worked as a consultant to manage the implementation of Associate Degree Programs in Afghanistan, funded partly by USAID.
- Made trips to Kabul, Afghanistan, where training materials were developed and presented to more than 30 faculty members from Herat, Nangarhar, and Balkh Universities.

- Provided budget input for the program and implemented critical success metrics.
- Hired and trained U.S. college faculty to support this effort, recruiting and training three faculty members.
- Created customer experience surveys to determine how to allocate funds to universities.
- Received recognition from the Afghanistan Deputy Minister of Education for the exceptional quality of content presented during a five-day training session.

University of Massachusetts Amherst, Isenberg — Adjunct Professor | 2011 - 2014 (Part-Time)

- Taught Marketing courses at Isenberg School of Management, including Marketing 441 and co-instruction of Marketing 301, receiving highly positive feedback from students and faculty.
- Arranged volunteer participation for 13 Isenberg Marketing majors at the Annual High-Speed Rail Association Conference in New York City, resulting in valuable business experience for students.
- Recruited high-caliber guest speakers for class, including Terry Molner (Board of Directors, Ben & Jerry's) and international recording artist Chris Trapper.
- Mentored Isenberg students to help launch new businesses, including Crowd Solar Inc. and Squirrel.

QualiChem, Inc. — Regional Manager | 2008 - 2015

Joined QualiChem to expand New England sales and open new markets in New York, New Jersey, and Canada. Assumed marketing responsibilities, including creating promotional literature, press releases, and strategic partnerships. Appointed North American Team Leader, Tube Mill Sales and Marketing Team.

- Grew territory sales from \$200K to \$1.5 million in three years.
- Promoted to Regional Manager, covering the Eastern United States and Canada.
- Recruited, signed, and trained distributors in New York, Massachusetts, New Jersey, Toronto, and Montreal.
- Obtained coveted product approvals from Boeing (Seattle), Hamilton Standard, and Pratt & Whitney.
- Secured strategic partnerships with multinational companies including ChipBLASTER, Iscar, and Okuma.
- Launched and managed a Machining Efficiencies marketing initiative involving high-definition imaging to demonstrate a value-added proposition.

RPM Products, L.L.C. — Owner | January 2004 - January 2008

Founded a distribution company that carried QualiChem products and other industrial items. Worked with vendors to promote brands that previously had low brand recognition in the Northeast. Responsible for all aspects of the business, including marketing, sales, and accounting.

- Negotiated contracts with key suppliers.
- Launched successful sales and marketing promotions.
- Recognized as Nalco's "Most Outstanding Distributor" (2005).

Castrol, Division of British Petroleum — Senior Account Manager, Product Manager | January 1995 - August 2003

Created and implemented a comprehensive turnaround plan that resulted in rapid growth of a historically underperforming territory. Conducted extensive sales and technical training for a small distributor; as a direct result, this distributor grew to become Castrol's second largest in North and South America. Cultivated relationships at Pratt & Whitney that led to the signing of a multimillion-dollar management agreement with United Technologies Corporation (UTC). Sales efforts produced the first new Pratt & Whitney-approved product in a decade by any manufacturer.

- Delivered 10-30% growth in three out of five years in sales territories located in severely declining markets with previously poor sales numbers.
- Invited to numerous customer corporate training seminars as a guest speaker, including Barden Bearing, Pratt & Whitney, and Abbott Ball.
- Keynote speaker at a seminar to train 88 UTC employees, including senior managers, union representatives, and consultants, on best practices for chemical management and environmental health and safety issues.
- Selected out of hundreds of account managers to lead cross-functional marketing teams designed to refocus company resources, including the Aerospace New Business Group, Castrol Advantage Formation Team, and Castrol Straight Oil Marketing Team.
- Appointed interim product manager for Castrol's primary product line while supporting a sales territory, commuting to Chicago for several months to fulfill duties.

EDUCATION & TRAINING

- Doctoral Level Course at UMass College of Education in 2017
- Professional MBA, University of Massachusetts, Amherst, MA, 2003
- Doctoral Level Course at the Isenberg School - UMass, approximately 2003
- Bachelor of Science, University of Connecticut, Storrs, CT, 1990