Matthew Peterson

FOUNDER & FORMER CEO OF BIG SHOT BIKES.

⊕ Fort Collins, CO   ✉ MXPETE99@GMAIL.COM   ☎ 303-903-6464

SUMMARY

Matt Peterson is a serial entrepreneur and the founder of BIG SHOT BIKES. He is the architect behind the company's products and brand.

Matt believes that all work should be a creative process. He enjoys the challenge of creating new products and brands along with the processes and infrastructure needed to support them. Matt helps people bring business concepts to reality. As the founder of BIG SHOT BIKES Matt took the company from concept to mature business with an established product line and customer base while building the company into a nationally known brand.

Beyond just entrepreneurial skills Matthew has a vast depth of technical knowledge and abilities that is unique for a business leader at this level.

Matt is recognized in the field of e-commerce and product mass customization, he and his company have been featured in many publications including Entrepreneur Magazine.

After successfully executing an exit strategy and selling his company Matt is now looking to help other companies elevate their products, processes and brands.

WORK EXPERIENCE

Founder & CEO

BIG SHOT BIKES LLC.
2009 – 2019

Creator of Big Shot Bikes an online retailer and industry leader in Mass Customization of bicycles. Managed everything from budgeting, finance, forecasting, inventory management, product development, marketing, system integration, staffing and business development.

- Sole founder took company from concept to mature business while being profitable, debt free and self funded.
- Led the architecture and development of a unique online bicycle customization tool, back end inventory management system and entire ecommerce platform.
- Developed and launched dealer program with the addition of 80+ Independent Bicycle Dealers the first year.
- Designed, sourced, integrated and launched first of its kind in store kiosk ordering system for the purchase of mass customized bicycles through retail locations.
- Defined the strategic direction and executed international expansion into Eastern Europe and East Asia through distributors.
- Negotiated all supplier contracts while maintaining strong businesses relations with frequent trips to Asia.
- After selling over 40,000 bikes in 9 years Matt successfully executed his exit strategy by marketing, negotiating and finalizing the sale of the business.

P38 Media
Owner
2006 – 2008

Owner of an e-commerce marketing firm specializing in developing end to end solutions. Performed product feasibility, branding, website design along with back end implementation. Expert in product development and distribution with merchant integration. My firm helped small business and entrepreneurs bring products to market offering business consulting backed with technical knowhow.

- Developed several on line companies handling the full spectrum of site development, branding, product development and sourcing as well as order fulfillment and distribution.
- Created ecommerce brands, Birthsake Jewlers, Green Devil Absinthe, Kooters Scooters, Trademark Shark, Teachers in Town, Internal Cleasning Systems, Wilderness Whistle, Mary Jane Jars, Moonshine Polish, Frozen Face Shots, Container Cottage and more.

Lead Software Engineer
Century Link (Qwest).
2000 - 2006

Innovative IT professional and J2EE Software Development Engineer. Worked with large XP team developing an in house enterprise CRM application utilizing Epicentric portal technologies on an n-tier architecture.

- Performed detailed analysis of business requirements and developed comprehensive plans defining and scoping project requirements.
- Extensively involved in object oriented application design and development using Enterprise JavaBeans (Entity and Session EJBs) and other core J2EE technologies (JSP, Servlets, JNDI, JMS, JDBC) also (XML, SOAP Web Services) all on UNIX systems.
- Responsible for leading the migration effort for core applications onto WebLogic platform . Expert knowledge in WebLogic installation, packaging and deployment.
- Wrote, maintained and executed all test cases and test scripting associated with any given software release.

EDUCATION

Master of Science (M.S.) Business Administration - Computer Information Systems, Colorado State University – 3.8 GPA

2000

Bachelor of Science (B.S.) Biology – Minor in Anatomy and Neurobiology, Colorado State University – 3.5 GPA

1995