

Frannie Matthews



I am a leader and strategist with over 30 years' experience helping organizations optimize their technology solutions to accelerate business results. As the Colorado Technology Association CEO, I am passionately working to ensure that Colorado has a thriving tech-based economy. I have deep experience in the field of technology and digital transformation. During my 18 years as a sales leader with IBM, I led high-performance teams to success in various industries, including telecommunications, Healthcare/Biotech, manufacturing/industrial, hospitality, and retail. I have a proven track record of succeeding in complex and complicated environments. When others see chaos, recognizing patterns has been a key to my ability to drive for efficiency, identify and mitigate risk, and optimize revenue opportunities. My focus on collaboration, innovation, governance, risk mitigation, and ethics has been a critical differentiator in achieving results. I learn from the past, am driven to the future, and act in the present.

Key Strengths

Leadership & Strategy
Ethics and Governance
Revenue Generation/Business Development
Profit & Loss/Cash Flow Management
Process and Organizational Efficiencies
Emerging Technology Strategist
Cyber Security Risk Mitigation

Diversity, Equity & Inclusion
Collaborative Innovator
Critical Thinker/Decisive Problem Solver
Keynote Speaker & Storyteller
Global Strategist
Design Thinking
Community Leadership & Engagement
Tech-centric Public Policy

Professional Experience – 2000-2021

As **President and CEO of the Colorado Technology Association** (2018-present), I have scaled the organization's size and impact. Through clear vision and strategic execution, CTA provides higher value to our members and the community while optimizing efficiencies and growing revenue for financial resilience and sustainability. In 2019, we grew y-o-y membership revenue by 31%. In 2020 we improved our end end-of-year position by 37% without federal loan/grant assistance.

During my IBM career, I consistently progressed in leading larger and more complex regional sales organizations. As the Business Unit Executive for the 5-state Rock Mountain Region, I exceeded revenue targets of over \$90 million. I had both topline revenue and profitability responsibility for the territory.

Additionally, I was the Senior Location Executive for the Denver, CO. As such, I led internal community affairs for 2,000+ employees and represented IBM in the metro-Denver community and with State and Federal legislators.

Previous Roles (1982-2000)

I began my career in technology sales for various companies, including **NCR**, where I spent seven years as a salesperson and sales leader. After NCR, I worked for multiple systems integrators/VARS. These years provided me with a breadth of experiences in a variety of industries and sizes of organizations.

Board Experience

I currently hold board positions on the **Colorado Smart Cities Alliance**, **TECNA** (Technology Councils of North America), and the **State of Colorado Workforce Development Council**. Previously, I served on the Board of Directors for the **Colorado Technology Association** before assuming President and CEO's position. In these roles, I am deeply engaged in strategic planning, governance and compliance, risk management, workforce development, and Diversity, Equity & Inclusion initiatives.

Recognition

My team and I were recognized for our work in Diversity, Equity, and Inclusion with the "**Mission Minded Award**" for 2019 by the Colorado Women's Chamber of Commerce. In 2020, I was recognized by the Colorado Women's Chamber of Commerce as one of the "**25 Most Powerful Women in Business**". I received the "**Lifetime Achievement Award**" by the Denver Business Journal in August of 2020.

Community Engagement and Volunteerism

I am currently in the **BoardBound** education program developed by the Women's Leadership Foundation. This program is designed to help women be successful in obtaining corporate board positions. I am also a Fellow in the **Denver Leadership Foundation's Civic DNA program**. This cohort of diverse community leaders from various sectors is coming together to expand our leadership skills and address societal issues in the Metro-Denver area.

I served as a Professional Mentor for the University of Colorado Leeds School of Business for four years. I was also a mentor of a high school student from her 9 to 12-grade years.

Education and Certifications:

- MS, Telecommunications Management, Golden Gate University, San Francisco, CA
- BS, Marketing, University of Florida, Gainesville, FL
- Certificate, Professional Digital Selling, Digital Marketing Institute
- Certificate, Design Thinking, IBM