



THINKING OUTSIDE THE BOX

HPP Bio – Matt Rutherford

Matt Rutherford has been associated with the foundation and growth of HPP technology since his decision to join Flow International in 2002 after a thirty year career in senior leadership positions at International Paper Company. He began his career in HPP as Vice President of Global Sales at Flow and served on the leadership team which founded Avure Technologies, Inc. in March, 2002.

In 2012, Matt was named Senior Vice President, Product Development, Marketing and Global Sales at Avure Technologies. In addition to the roles and responsibilities mentioned, he spearheaded and formalized the strategic planning for the company.

Matt is an accomplished strategic marketer and business planner and is an expert in working with clients and customers alike to design product positioning plans that leverage HPP to accomplish substantial product-line growth. During his tenure at Avure, the food (HPP) and industrial businesses grew six-fold. Much of this growth was directly related to being able to unlock the true value proposition behind this amazing technology for his customers.

He is often associated with the establishment of a global network of “tolling” clients that helped facilitate the overall usage of HPP throughout the prepared foods and juice industries. This unique service businesses concept has served to propel the recent growth of fresh foods juice on a worldwide scale.

Go To Market LLC

Matt is a principal with GoToMarket LLC, a 13 year old marketing services company, that provides interim marketing leadership and operational marketing and business development services to early-and-mid stage technology, services and capital equipment companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions. For more information regarding GoToMarket clients visit www.gotomarket.com.
