

Matthew S. Lifson

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EXPERIENCE

MONMOUTH UNIVERSITY, West Long Branch, New Jersey

Professor, 2016 - present

Instructing students in all facets of Finance including Managerial and International Finance as well as Macroeconomics. Working with students through the University SEEMA program to mentor and advise.

CENTRAL PAYMENT, Marlboro, New Jersey

Account Executive, 2014 - 2016

Central Payment is a credit card processing company. As an account executive my role is to bring in new accounts to the company. I accomplish this by directly marketing the firm via networking and one on one visits throughout central New Jersey.

CAMBRIDGE MERCANTILE GROUP, New York City, New York

Senior Foreign Exchange Trader & North American Market Analyst, 2011-2013

Provide foreign exchange prices for customers to facilitate wire transfers. Work with clients to provide hedging scenarios. Wrote a daily market commentary that was sent to colleagues throughout the United States and Canada, as well as clients of the firm.. Have been quoted on Reuters and WSJ newswires regarding currency moves. Appeared on Bloomberg TV. Also provide a mentoring environment to fellow traders in Princeton as well as other offices in the United States.

SOVEREIGN BANK, Woodbridge, New Jersey

Senior Relationship Banker, 2010-2011

Manage account relationships for the Woodbridge branch. Responsible for retention of deposits as well as finding new areas of deposits for the bank.

FIRST NIAGARA BANK, Pittsburgh, Pennsylvania

Relationship Banker, 2009

Joined First Niagara as part of their Pennsylvania Conversion Team for the National City Conversion. Assisted in training of retained National City employees as well as new First Niagara hires on First Niagara systems and handled conversion of the Allison Park, PA branch. Remained at that branch handling Relationship and Supervisory functions. Worked on both the Relationship and Teller side as was needed during initial conversion

ST. VINCENT COLLEGE, Latrobe, Pennsylvania

Adjunct Professor, International Economics, Macroeconomics, 2007-2009

Instructed students in various forms of finance. Worked with students as a mentor advising them on career decisions.

PNC BANK, Pittsburgh, Pennsylvania

Managing Director/Chief Dealer, 1998-2007

Provided liquidity to corporate sales team in spot, forward and option transactions, managing other traders and taking proprietary positions in foreign exchange. Delivered market commentaries and

technical analysis for corporate sales team. Conducted presentations for corporate customers. Managed credit and risk exposure within the limits of the corporate policy. Served on Capital Markets Trading Management team. Assisted on implementation of new dealing room front office technology and trading systems. Increased trading revenue from \$550,000 in 2000 to \$7,000,000 in 2006.

NATIONAL AUSTRALIA BANK, New York City, New York

Vice President, Institutional Sales, 1996-1998

Interfaced with regional banks throughout the United States and Canada, providing market commentary and liquidity in Australian dollar, New Zealand dollar, as well as currencies in Pacific Rim. Made spot, forward, and option prices in those currencies. Actively marketed financial institutions and hedge funds in the United States and Canada.

CHASE MANHATTAN BANK, New York City, New York

Vice President, Institutional Sales, FX Trading, Currency Team Leader, 1987-1996

Traded Australian and Canadian dollar. Served as currency team leader with responsibility for four traders and currency positions. Headed Regional Bank trading desk that was one of the first of its kind. Managed three traders who provided FX liquidity and advice. Desk reached \$4 billion per month in volume in 1994.

MERRILL LYNCH INTERNATIONAL BANK, New York City, New York

Vice President, Director of Marketing, Assistant Chief Dealer, 1981-1987

Directed forward exotic trading desk, as well as performed duties of assistant chief dealer. Managed various entities of Merrill Lynch International. Served as Director of Marketing. Held responsibility for three corporate sales desks in New York, London, and Singapore. Created foreign exchange products regarding hedge funds allowing Merrill Lynch Relationship Managers to market FOREX product as competitor to the IMM. Assisted technology team implementing new and improved trading systems.

OTHER EXPERIENCE

UNIVERSITY OF PITTSBURGH, Pittsburgh, Pennsylvania, **Adjunct Professor, Introduction to Finance, 2006.**

DUQUESNE UNIVERSITY, Pittsburgh, Pennsylvania, **Adjunct Professor, International Financial Management, 2005.**

EDUCATION

ST. JOHN'S UNIVERSITY, Queens, N.Y.
M.B.A., International Finance

BROOKLYN COLLEGE OF THE CITY UNIVERSITY OF NEW YORK, Brooklyn, New York
B.A., Rhetoric and Public Address, Economics

AFFILIATIONS

Foreign Exchange Association of the United States (FOREX USA)
President of the organization 1994-1997