

MATTHEW BARAN BIOGRAPHY



Matthew A Baran

“Many people miss opportunity because it shows up in overalls and requires work.”

– Matthew’s favorite sign in his office

Matthew is a generational family business executive turned family business advisor with Compass Point Consulting, LLC, a firm based in Bethlehem Pennsylvania. While Matthew works with clients across the Lehigh Valley, he is focused on building Compass Point’s footprint in the Cap Region of Southcentral Pennsylvania.

Moving up through the ranks, Matthew gained a deep understanding of the entire culture of the family business before he was placed in a position to manage others. [After a 5Ds Life event](#) dealt a blow to the company’s leadership team, Matthew was catapulted along with his cousin to lead his father’s vision of scaling the business and finding the right buyer who would keep the company intact – all with a timeline of 5 years.

Mission Accomplished! [Read his blog series](#) on this journey.

Today, Matthew brings his experience along with his Gravitas training to family business teams, helping to grow companies, grow leaders and create lasting legacies.

Industry Specialties

- Trucking/Logistics
- Computer Software
- Customer Service & Engagement

Coaching Specialties

- Family Business
- CEO
- Executive Team
- Team Building

Specific Expertise

- Generational Business Transition
- Managing / Merging Teams
- Scaling Businesses to Sell
- 5Ds of Life Coaching

Current

- Senior Family Business Advisor, Compass Point
- Gentleman’s Farm Owner

Past

- Masser Logistics, Cross Country CDL Driver (2020)
- COO, EXTOL International 2003-2016
- VP Customer Success; Cleo 2016-2019

Education

- BA Business Administration
 - Finance
 - Communication

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