



MATT SWEETWOOD

Matt Sweetwood is well known as a CEO, a successful entrepreneur, an award winning marketer, a social media influencer and a personal branding expert. Matt was the U.S. CEO of beBee, Inc., a professional social network that helps build successful personal brands. He served as President of Unique Photo®, NJ's premiere Camera Store for 28 years. Nationally known in the photography industry as an innovator, he has helped acquire over fifty US and International Trademarks for both language and design at Unique Photo, and he founded and ran the Ozzie Award winning publication Photo Insider®. Matt has been credited with the reinvention of the modern camera store, as well as the country's largest in-store education program, the Unique University®. Unique Photo was named 2008 and "2013 Dealer of the Year" by Digital Imaging Reporter magazine. Matt was named the Photo Industry's, "2016 Person of the Year" by the PMDA.

However, by far, his greatest achievement is having raised five successful children to adulthood as a single dad. Matt was awarded full custody of their five children, ages 18 months to 8 years old. In the 25 years since, he has raised his kids, on his own, into happy, successful and kindhearted adults. Matt has gained expertise in a range of issues such as surviving divorce and custody, single-parenting, dating, relationships, getting in shape, but most importantly – how anyone can have a life worth living – a BIG Life – no matter what difficulties he or she faces and has to overcome.

Matt has appeared as a regular contributor on Fox News, NBC Today Show, CBS TV, News 12 NJ, PIX11, and other high-profile programs. He has also spoken publicly for organizations like Panasonic, Canon, PMDA, Microsoft, NJ Devils Hockey and BMW CCA, and was a member of the prestigious CMO Club, where he won the President's Award in 2014.

Matt's past charitable endeavors include having served as Chairman of the Board of Directors at both The Aish Center, a spiritual/educational non-profit and The Josephine Herrick Project, a nonprofit that uses photography to enhance the lives of the under-served. Matt was honored by The Aish Center with its 2014 Continuity Award.

Proving his contention that single dads can lead exciting, balanced lives, Matt is a die-hard NJ Devils' hockey fan, an advanced auto racer with the BMW Club, and of course, an avid photographer. He is sponsored by Panasonic® in his photographic endeavors as a Lumix Luminary. He received his BA in mathematics from Rutgers University and MA in theoretical mathematics from the University of Pennsylvania and his Ph.D. in computer science from Warnborough College in Ireland.