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## Professional Profile: Matthew King, 2014

June 19, 2014 - Front Section

Name: Matthew King

Title: Managing Director, Creative Services

Company: Nickerson PR

Location: 1000 Winter Street, Waltham, MA

Place of Birth and Year: Atlanta, GA; 1974

Family: Married with one son & one daughter

College: Northeastern University

First Job Unrelated to your current field: Worked at the Hilltop Steakhouse

First Job in current field: Art Director, City Sports

What Your Firm Does Now and Its Plans for the Future: Public relations, events, creative and hospitality. Plan for the future is continued growth throughout the entire firm.

Hobbies: Skiing, biking, boating, beach . . . anything outdoors.

Favorite Novel: "A Walk in the Woods: Rediscovering American on the AP trail"

Favorite Film: "Black Sheep"

Keys to Success: Be yourself, good work ethic, good listener

Person(s) You Most Admire (outside of family): Wayne Gretzky

If You Had To Choose a Different Profession, What Would It Be: Colorado Ski Patrol (doesn't matter what mountain)

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