

Matt Newsom

www.mattnewsom.com / matt@custombenefitauctions.com

A Hairy Cell Leukemia survivor, the first galas Matt supported benefited the Leukemia & Lymphoma Society who developed the treatment that put him into remission. Ben Farrell of Custom Benefit Auctions was their auctioneer. Matt was blown away at his command of the audience and the huge amounts of money that he helped raise. As Board Chair of LLS, the two developed a relationship that turned into a deeper partnership.

Matt's life experiences brought him to benefit auctioneering. He spent his career in event management (Director of Logistics at Charlotte Motor Speedway along with General Manager positions in professional baseball and hockey); He is a lifelong entrepreneur who understands the principles of generating revenue; and he has enjoyed speaking in public to large crowds.

Being a benefit auctioneer allows Matt to put all three of these strengths to work for each non-profit partner. Doing what he's good at plus doing what he enjoys plus helping so many worthy causes is the perfect combination!