

BACKSTORY

INTERVIEW BY ALLISON BARWACZ



Matt Gramer

PRESIDENT
NATUREWORKS LANDSCAPE SERVICES
WALPOLE, MASS.

"Skiing is my vice. I've been fortunate to ski in South America. This past February, I was in Switzerland skiing with some friends. I've been helicopter skiing in British Columbia. It's my one, kind of, crazy thing."



"Hanging out with my family and going to their games is really important to me."

(Gramer with his wife, Michelle, and kids: Kyle, 13; Halley, 11; and Ashley, 6.)



BENTLEY
UNIVERSITY

"During that period of time, I organized my classes around my work schedule, so I could still run the business and maintain it throughout those four years."

"Exercise is really important to me. I think from a business perspective, it's hard to be disciplined and carve that time out of your day, but the benefits are so important for clear thinking, sleeping and making better decisions."

CrossFit
Forging Elite Fitness

"I go to CrossFit at least twice a week."

EDUCATION

Walpole High School
Walpole, Mass.
Class of 1991

Bentley University
Waltham, Mass.
Bachelor of Science,
Business Management
Class of 1995

WORK EXPERIENCE

1993-1995
Envelope Stuffer
Fulfillment Express
Waltham, Mass.

1993-1995
Paperwork Filer
National Archives
Waltham, Mass.

1989-1995
Employee
T.G. Lawn & Landscape
Walpole, Mass.

1995-Present
President
NatureWorks Landscape Services
Walpole, Mass.

2000-present
Massachusetts Association of
Landscape Professionals (MLP)
Natick, Mass.
Member (2000-present)
President (2010)
Board of Directors (2006-2011)
MLP Beacon Award (2014)



"My brother's a couple of years older than me. He started mowing lawns around the neighborhood, and I quickly joined as his helper. We learned early on the basic premises for winning clients' business."

NatureWorks
landscape services, inc.

"I was presented the award during last November's association dinner meeting. It was particularly special because, to my surprise, my family was invited to share in the event."

WORDS OF WISDOM "Get involved with your local and national landscape associations. This is a tough business to go at it alone." • "Think outside the box. This industry is pretty much run the way it has been for the last 30 years while things all around us are changing." • "Surround yourself with great people. You'll be amazed at what can happen."