MATTHEW THOGERSON

Product Manager

DETAILS

PHONE

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EMAIL

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SKILLS

Strategy and Roadmap Creation

Business Process Improvement

User Research and User Stories

Cross Functional Collaboration

Business to Business Software

Business to Consumer Services

Agile Software Development

Stakeholder Management

Personas and Segmentation

Requirements Gathering

Product Management

Leadership

PROFILE

Seasoned Product Manager with five years of industry experience bringing a focus on driving results through a user-centric approach. Adept at overseeing a diverse portfolio of products, projects, and clients within complex settings. Steadfast dedication to fostering transparency and facilitating clear communication, guiding both teams and products to successful outcomes.

EMPLOYMENT HISTORY

Sr. Product Manager, ENGIE Impact

Nov 2022 — Present

- Sole product manager for the CAP umbrella of products including the legacy platform (ongoing support and enrichment) serving thousands of users, the analytics portal, and specific reports via BI tooling (PowerBI).
- Maintained and improved the legacy platform product serving 25% of the Fortune 500. Empowered users to track and analyze all billing activity for their organizations via this platform.
- Led the reconstruction of the reporting and analytics capabilities, introducing an embedded PowerBI foundation analytics platform. Work involved complete redesign of reports to provide greater insights.
- Vetted and implemented the organizations first user analytics and behavior tracking suit to gain greater insight on user behavior in the application.

Product Manager, ENGIE Impact   Remote

Nov 2021 — Nov 2022

- Dedicated product manager for commercialization of the Ellipse decarbonization platform the discovery of universal/transversal features.
- Ran three concurrent engineering teams to produce critical platform functionality for enterprise level customers.
- Conducted user interviews and research sessions to identify core feature needs, identify opportunities for platform improvements, and deliver continuous value to end users.

- Assisted numerous teams in product "smoke jumping" operations to complete unfinished discovery, shape cross-team roadmaps, and define initiatives.
- Key asset in the strategic vision of the product in a highly striated and complex internal organizational structure.

Product Manager, Talentpair   Portland

Feb 2019 — Oct 2021

- Principal product manager for three business critical products and two engineering teams.
- Responsible for all product cycle stages from discovery and requirement gathering to ticketing and quality assurance.
- Extensive partnership with senior product designer to iterate designs that meet user expectations and delight.
- Primary nexus for stakeholder input, filtration of ideas, and leading discovery initiatives to establish product goals and company objectives.
- Established agile best practices - transitioning company into sized and predictable sprints driven toward business goals.
- Implemented Product Operations infrastructure with web tools for quantitative and qualitative data collection from users leading to user-first product ideation.
- Straddled dual-roles, *as it is a startup environment*, to serve as product manager *and* product owner - establishing, refining, and expanding best practices for feature tracking in tool-sets.
- Identified user journey deficiencies to increase user registration conversion to a notable 63%.
- Instrumental in innovative matching paradigms used by data science to elevate end-user match satisfaction.
- Balanced workload for three products across three respective personas for the engineering and data science teams, concurrently, with zero client or end-user escalations.

Product Manager, Metal Toad   Portland

Apr 2017 — Feb 2019

- Served as tactical Product Owner and strategic Product Manager for up to twelve concurrent support accounts for mid-market organizations including DC Comics, Savers, Golden Globes, Wheel of Fortune, and Sony Pictures.
- Ran full cycle agile project cadence as Product Manager for large ($500,000+) projects including: requirement gathering, whiteboarding, roadmap creation, backlog creation & curation, sprint reviews, sprint demonstrations, and launch planning.
- Responsible for the prioritization and organization of support tickets and feature requests across numerous competing lines of business from multiple organizations; managed resource allocation to needs accordingly.
- Paired with technical resources to estimate projects providing clients and internal stakeholders with project roadmaps and pricing.
- Trained incoming Metal Toad project managers in the process of budget tracking and management of time against project budgets.

- Balanced emerging needs against project scope and budget constraints leading stakeholders to make informed decisions against velocity and roadmap limitations.
- Served as technical evaluator in the selection of an A/B & multivariate testing partner to serve both internal needs and the needs of the organization's many clients.
- Coordinated and contributed to on-site support operations for highly secure and complex events - namely the Golden Globes nomination announcements and the four day Golden Globes awards ceremony.
- Worked cross-departmentally with User Experience division to come to informed and desirable UX decisions.
- Managed launch cycles for support clients, including conducting RFA for nearly all feature iterations.

EDUCATION

Bachelor of Arts, Western Washington University   Bellingham

Jun 2012

- Major: Professional Communication
- Minor: Theatre
- Minor: Psychology

TOOLS AND TECHNOLOGIES

Project/s

- Jira
- Trello
- Aha!

Discovery

- Roam
- Photoshop
- Illustrator
- Mockflowy
- Excalidraw

Communication

- Pages
- Keynote
- Docs/Word
- Miro

Analytics

- Appcues
- Mixpanel
- Hotjar