# 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

User oriented, results driven, Product Manager with four years of product management experience. Proven history of managing multiple concurrent products, clients, and backlogs in complex environments. Dedicated to transparency, clarity in communication, and steering products and teams to success.

## EMPLOYMENT HISTORY

### Product Manager, Talentpair                    Portland

Feb 2019 — Present

- Principal product manager for two teams across web engineering and data science.
- Responsible for all product cycle stages from discovery to ticketing.
- Partnership with senior product designer to iterate and develop new concepts.
- Primary nexus for stakeholder input, filtration of ideas, and leading discovery initiatives to establish product goals and objectives.
- Established agile mindset 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%.
- 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.

### Technical Talent Manager, 52 Limited                    Portland

May 2015 — Apr 2017

- Served at the first technical recruiter and leader of technical talent delivery for the organization; assisting numerous markets including Portland, Seattle, San Francisco and New York.
- Implemented best practices for sourcing candidates through technical tools such as LinkedIn, TalentIQ, as well as several web applications.
- Developed a refined, comprehensive, and interpersonal interview template to help recruiters organically form lasting relationships with candidates.
- Instructed team on the basics of metric tracking, pivot table construction, and Boolean Logic for smarter sourcing.
- Innovated and delivered a personalized video-based methodology for reaching out to technical talent and distinguish 52 Limited from the masses. Average response exceeded 37% on LinkedIn.
- Was influential in the build out and adoption of new tools and tactics for reaching talent more efficiently.
- Helped select and curate the internal 52 Limited team to help enforce company core values and improve company performance.
- Wrote and released blog postings that increased organic traffic to the 52 Limited website, published on Medium, Twitter and LinkedIn. Positively affecting the 52 Limited brand.

- Exceeded projected first year placements by 17 individual placements - both permanent and contract positions.
- Served as a Technical Account Manager for a small number of clients in the Portland market - in-taking requests from hiring managers, qualifying roles, identifying hiring details, and delivering candidates.

### Talent Representative, KForce                    Portland
Apr 2014 — May 2015

- High volume technical recruiter well versed in qualifying and matching candidates to technical/IT positions.
- Experience in negotiating rates and terms with candidates to ensure consultant satisfaction while maintaining substantial margins.
- Experience conducting comprehensive phone and face-to-face interviews with prospective candidates.
- Noted as one of the fastest ramping technical recruiters in the Portland market, quickly adopting technical vernacular and high technology concepts to better connect with technical talent for qualification purposes.
- Personal brand advocacy through social media platforms such as LinkedIn, Twitter, and through a personal website.

## EDUCATION

### Bachelor of Arts, Western Washington University                    Bellingham
Jun 2012

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

## TOOLS AND TECHNOLOGIES

### Product Management

- Jira
- Trello
- Pages
- Keynote
- Docs/Word
- Draw.io
- Photoshop
- Illustrator
- Mockflowy
- Excalidraw
- Appcues
- Mixpanel

- Tableau