

MATT D'HOLLANDER

Senior Product Manager

CONTACT

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Core Competencies

- Product Strategy
- Process Optimization
- IOS / Android
- Web Development
- Backlog Grooming
- Product Development
- Requirements Gathering
- Customer Insights
- User Interviews
- Feature Prioritization
- Product Road Maps
- Release Management
- Stakeholders Management
- Agile / Scrum
- KPI Success Metrics

PROFILE

A passionate product manager with 8+ years of CRM/SAAS industry and 4+ years of direct product experience. I have a proven passion for developing solutions that combine cutting edge technology, strategic intent, and understanding customer needs.

EXPERIENCE

Senior Product Manager | Front Row Solutions CRM

SEPT. 2018 – Present

Led entirety of product lifecycle. Directed the development team, responsible for velocity and prioritization. Managed the development of all apps (Web/Android/IOS) via the product backlog using agile methodologies. Primary contact for external and internal communication. Prototyping to effectively work cross-functionally to define client-focused product features. Responsible for ensuring business mission and product strategy are reflected via the product backlog. Promoted to Senior Product Manager in November 2021.

Key Results:

- Adjusted product strategy. Reducing churn by 4% and increased total of targeted user type 9%.
- Customer Interview led to target of new industry. Gained alignment with opportunity assessment. Increased monthly subscription revenue by 11%. Now the companies second largest industry.
- Delivered feature MVP in a time-efficient manner. Allowed completion of 100% of tickets according to company roadmap.
- Achieved an increase in sprint velocity of 30% as the product owner. Maintained this standard via backlog grooming.
- Managed three products via the backlog. IOS, Android, and Web. Oversaw development and deployment of the cutting-edge web application.
- Led complete rebuild of the android app via product backlog.

SKILLS

SQL

Email Marketing

React

Angular

JavaScript

HTML / CSS

WordPress

PowerPoint

PERSONAL

Results Driven

Dedicated Leader

Democratic Style

Enthusiastic Team Player

Relationship Nurturer

Emotional Intelligence

EDUCATION

BACHELOR OF ARTS, HONS

St. Francis Xavier University

2009-2013

General Assembly Product

Nov. 2021

General Assembly SEI

Sept 2020

INTERESTS

Fitness

Health & Wellness

Reading

Travel

Animals

Meditation

EXPERIENCE (Continued)

Product Owner | Front Row Solutions CRM

SEPT. 2017 – SEPT. 2018

Managing the product backlog with an agile methodology. Measuring customer value, business value and level of effort to drive prioritization. Writing acceptance criteria, user story mapping, and communication with developers so all features are being built right. Working cross-functionally to keep key stakeholders informed.

Key Results:

- Increased sprint velocity via process optimization, resulting in a 30% increase in story points completed.
- Facilitated Web UI rebuild in Angular 10. Managed feature releases, testing, client onboarding, client feedback. Reflected feedback to the product backlog.

Customer Success Manager | Front Row Solutions CRM

MAR. 2015 – SEPT. 2017

Coordinating and management of a team focused client-side satisfaction. Primary contact for problem solving. Ensure every customer has a positive experience and their immediate needs are met.

Customer Service Representative | Front Row Solutions CRM

OTHER ACHIEVEMENTS

Product Management – Honors | General Assembly

November 2021 – February 2022

February

Software Engineering Immersive - Honors | General Assembly

Oct 2020 – Jan 2021

Software – Apps I Built | Matthew D'Hollander

Talk Birdie To Me – Full-stack Django App - Python, Django, ChartJS, PSQ

Tune Saloon – MEN-stack CRUD App – NodeJS, Express, MongoDB, OAuth

History Book – MERN-stack App – React, Token-based Auth, API's, Google Books API, Mongoose

Where's the Shia – Browser Game – JS, HTML, CSS

OHL Draft Pick | Ontario Hockey League

Feb. 2010

Athlete of the Year | Hillcrest Secondary School

REFERENCES AVAILABLE UPON
REQUEST