Matthew Caraway

(719) 440-0251 | caraway602@hotmail.com | https://www.linkedin.com/in/matthewcaraway/ | github.com/CarawayLabs

AI PRODUCT MANAGER

Customer Collaboration ▫ Product Innovation ▫ Servant Leadership

An innovative AI/ML Product Manager with a robust track record of developing and executing strategies that drive technological advancement and market leadership. My career is distinguished by pioneering GenAI applications, leveraging machine learning to deliver exceptional product innovation, and securing multi-million dollar deals. Through effective customer engagement and leveraging my technical acumen, I have consistently enhanced product competitiveness and customer experience. My ability to lead global teams and drive outcomes-based roadmaps positions me as a key player in any product-led organization.

CORE COMPETENCIES

Machine Learning	Outcomes-Driven Roadmaps	Agile and Lean Methods
Customer Collaboration	Analytical Methods & Data Analysis	API Development
Generative AI	Risk Management	Innovator and Forward Thinker

PROFESSIONAL EXPERIENCE

Product Manager / Product Owner | Truckstop.com   09/2019 – Present

Leveraging Data Science to Empower Freight Professionals: Driving product innovation at Truckstop.com, utilizing a data-driven approach with products powered by Generative-AI, LLMs and ML to create solutions that empower freight professionals with actionable insights and drive revenue growth for the business.

Noted Accomplishments:
- Pioneered a Generative AI based approach to fraud detection, translating complex datasets into human accessible narratives, thereby eliminating the need for manual data analysis among naive users.
- Partnered with a cross functional team of InfoSec, DataScience and other professionals to identify and combat instances of fraudulent activity in our marketplace. This lead to an increase in NPS for our business and a reduction in OpEx for our customers.
- Piloted Truckstop's first GenAI based chatbot, RMIS Assistant, allows Brokers faster access to their data that is spread across multiple, disparate systems, ultimately leading to faster completion of jobs-to-be-done.
- Revolutionized the Freight Industry through the delivery of FreightTech's first ML price prediction tool, twice as accurate as the industry standard tools.
- Led the globally distributed team that delivered Rate Insights which was recognized multiple times for "best in show" at industry conferences, plus 2022 SaaS shortlist & 2023 SaaS shortlist.
- Drove revenue growth through the delivery of high-scale ML Products to customers via multiple applications and also and also a suite of APIs.
- Leveraged lean principles & continuous delivery to validate market need and customer adoption of new innovation.

Product Owner | Engie Insight   04/2018 – 05/2019

Using OCR for Data Acquisition: Developed a new data acquisition product and implemented modern product management techniques as a Product Owner at an energy management company, aiding customers in managing their utility spend and reducing environmental impact while also transforming a legacy business via a digital transformation.

Noted Accomplishments:
- Responsible for defining strategy and overall goals of data acquisition product which ingested 1.6 million utility bills per month across 10,000 vendors and three utility classes.
- Partnered with product peers and UX Team to constantly engage with users, stakeholders and executive support staff to identify the most pressing problems our users faced and provide intuitive, user-focused solutions.
- Provided the Engineering Team with "voice of the customer" to help craft the most intuitive and efficient solutions, leading to a reduction in OpEx by delivering products that remove key pain points and inefficiencies for internal users.
- Played a crucial role in the Product Management team, overseeing a Digital Transformation that improved efficiencies and paved the way for Engie's future expansion by accelerating time to market metrics.

Product Manager | Kochava   02/2017 – 04/2018

Empowering Marketers with Mobile Attribution Software: Drove the development of mobile attribution software, providing marketers with the tools to measure campaign ROI effectively.

Noted Accomplishments:

- Worked with executives, R&D, user experience and sales to define a multi-release approach for next generation Customer Engagement Platform that complemented Kochava's Attribution toolset.
- Delivered best-in-class fraud prevention solutions that allowed marketers to optimize ROI and reduce wasted budget.

Sr Product Owner & Sr QA Engineer | CA Technologies / Nimsoft   05/2011 – 02/2017

Enabling IT Operations at scale: Led globally distributed Scrum Teams for the development of Enterprise Management Software that enabled customers to monitor and alert about their IT infrastructure on a global scale.

Noted Accomplishments:

- Built high scale monitoring products that enabled IT Operations Professionals to increase their situational awareness and quickly respond to emerging issues in their IT Infrastructure.
- Leveraged customer usage data and interview feedback to inform product roadmap decisions, ensuring the product remained aligned with evolving customer needs and industry trends.
- Led cross-functional teams in the successful implementation of FIPS 14-2 Compliance, addressing customer security concerns and building trust in the product's security posture.

COMMUNITY INVOLVEMENT & PERSONAL PROJECTS

Job Recommendation Engine to allow Product Managers to find the best jobs for them.

    Objective: Creating a job search experience optimized for Product Managers

    Vision Video:

    PM Collateral:

    GitHub Repo:

Conference Panelist - Boise AI Tech Talk February 2024

    Topic**:** Highlighting the innovation in AI that occurs in Treasure Valley, Idaho.

Attendee - OpenAI DevDay November 2023

Presenter - Project 7 (AI Meetup Group) January 2024

    Topic: AI is more than ChatGPT: An exploration of the ways that AI is already improving our lives.

Presenter - Treasure Valley Agile Meetup Group July 2023

    Topic: ChatGPT & AI for Agilists: How to use LLMs to increase our impact.

Presenter - Treasure Valley Agile Meetup Group July 2020

    Topic: Modern Product Management drives business outcomes and please our customers.

EDUCATION & CREDENTIALS

B.S. in Applied Computing Technology – Colorado State University, Fort Collins, CO

Microsoft Azure

- AI-900: Azure AI Fundamentals

Arize AI

- ML Observability Fundamentals Certification
- ML Observability Advanced Metrics Certification

DeepLearning.AI - Short Courses
- ChatGPT Prompt Engineering for Developers
- Building Applications with Vector Databases
- How Business Thinkers Can Start Building AI Plugins With Semantic Kernel

Product Institute

- Product Management Foundations

Pragmatic Marketing

- Foundations
- Focus
- Build

Scrum Alliance
- Certified Scrum Product Owner
- Certified Scrum Master