MATTHEW BLOCH

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Versatile, driven data champion with in-depth experience of product management, Scrum teams, business processes, and analytics pursuing a career in Product Management/Information Management.

- Product Management
- Budget Execution
- Data Analysis
- Agile Methodology
- Data Quality
- Process Engineering

- Stakeholder Engagement
- Risk Management
- Constructive Feedback
- Conflict Management
- Federal Regulations
- Risk Analysis

- Decision Making
- Data Analytics
- Self Discipline
- Time Management

- Mobile Development

Professional Experience

WATERMARK BOOKS and CAFE– Wichita, Kansas   *[2021 – 2024]*

Bookseller / Marketing & Events Manager
- Lead efforts on Event coordinations
- Perform analysis on Marketing strategy that identifies best possible avenues of ROI
- Coordinate and communicate with various publishing representatives
- Formed strong relationships with customers and consumers
- Main Point of contact for website updates and Press release

WATERMARK BOOKS and CAFE– Wichita, Kansas   *[2020 – 2021]*

Development Product Manager
- Lead effort to develop and implement a data & analytics integrated plan by partnering with stakeholders to assess and prioritize business needs
- Performed cohort analysis that identified an opportunity to reduce pricing by 42.4 % on postage sales
- Led a team of 14 full-time employees and 2 contractors
- Formed strong relationships with stakeholders that led to a better requirements gathering process
- Managed cross-functional team and stakeholder communication
- Oversaw product development from inception to implementation

USAA FEDERAL SAVINGS BANK – Dallas, Texas   *[2019 – 2020]*

Development Product Owner
- Charged with change management initiatives of moderate scope and complexity independently
- Mentors others within work center on current industry best-practice and company standards
- Demonstrates expertise in identifying patterns, processes, and formulas to identify opportunities of growth, concern, or risk

Scrum Master
- Prioritized team backlog to align with business needs and team skill set
- Facilitated quarterly planning, defined program vision, and roadmap aligning to business needs
- Led sprint ceremonies to inspect, prioritize, and assign engaging the entire Scrum team and improving business processes resulting in more efficient planning
- Ensured product delivery met dates and requirements established by the business
- Set key performance indicators (KPIs) aligned to delivery goals ensuring releases provided value to customers
- Built 3 high performing teams of 8 while focusing on the importance of team dynamics and performance

BBVA Compass – Dallas, Texas   *[2013 – 2020]*

Product Owner
• Led status updates utilizing Kanban methodology with stakeholders to ensure that project was on track
• Maintained and prioritized JIRA tasks for over 500 stories across 2 projects
• Led initial adoption of DocuSign Documents for Business Relationship Services implementations leading to
• Facilitated testing process on e-signature processes leading to the implementation of 6 procedures and 3 of knowledge articles on online form technology
• Implemented dashboard for BRS Team Leads and sales teams to monitor KPIs leading to better analytics

Business Process Analyst
• Revamped training processes and procedures improving efficiency by 33%
• Evaluated and implemented 4 tools and materials for training teams improving both scheduling and business records
• Improved team templates for small business onboarding increasing efficiency and ease of use
• Oversaw change management practices to ensure marketing content was correct and deployments were successful

Data Analyst
• Designed and implemented A/B testing for product improvement improving customer engagement by 25%
• Analyzed and extracted key insights from model outputs, interpreted statistical results, and communicated findings using modeling techniques and tooling presenting results to Directors and stakeholders
• Built out the data and reporting infrastructure from ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs

Business Analyst
• Conducted 5+ levels of testing including functional, regression, user acceptance, integration and performance on the mobile app to verify the customers needs were met
• Redesigned customer communication and fulfillment protocols increasing customer satisfaction rates by 35%

Certifications

Certified Scrum Master

SAFe Agile POPM

Technical Skills

• Adobe	• Salesforce	• Zoom	• Snowflake
• HTML	• Sharepoint	• Adobe	• Splunk
• Jira	• Slack	Analytics	• Quality
• MS Project	• SQL	• Google	Assurance
• Office Suite	• Mac OS	Analytics	• Rally
• Rally	• Windows	• Tableau	
	OS		