



# Matt Schneider

Strategist | Architect | Evangelist | Leader

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Matt draws on 20+ years of progressive experience and responsibilities; across technical domains, industries and leadership roles. He excels breaking down complex issues, building a wholistic strategy and team to accelerate success.

## Highlights

[See Following Page for Details & Links](#)

### CTO Ambassadors

Founding Steering Committee Member of Dell Technologies CTO Ambassador Program. NPS: 90+ w/ 200+ members.

Started the Enterprise Architecture Practice in PreSales – Top Dell Initiative



Pathfinders

Next-Gen Workshops w/ NPS: 90+ Internal & External Influence



Top rated speaker at multiple Dell Technologies World sessions.



Awarded vExpert Status for blogging & community contributions.

## Personal Strengths

- Organizational Leadership
- Business & IT Alignment
- Technical Depth & Breadth
- Wide Industry Experience
- Hands On Problem Solving
- Implementing Change
- Tool & Process Development
- Motivated Learner & Teacher
- Story Telling.....

## Work Experience

[Visit LinkedIn for More Details](#)

2021 - Present

**Chief Architect (Virtual CTO)**

RED8

2019 - 2021

**DELL** Technologies

**Field CTO & Principal Engineer**

- Coverage: North America – All Segments
- Quota: ~32 Billion - 50% of all Dell revenue

2018 - 2019

**DELL** Technologies

**Director, Enterprise Architecture**

- Coverage: Americas – Select Customers
- Quota: ~11 Billion

2016 - 2018

**DELL** EMC

**Field CTO, Enterprise South US**

- Coverage: Texas Enterprise Customers
- Quota: ~250 Million

2014 - 2016

**TMX** FINANCE  
FAMILY OF COMPANIES

**VP, Infrastructure & Ops**

- Scope: Hands on Leadership of 130+ Engineers
- Budget: ~40 Million Direct + ~60 Million Oversight

2012 - 2014

**REALPAGE**

**Sr. Director, Infrastructure**

- Scope: Hands on Leadership of 80+ Engineers
- Budget: ~20 Million Direct + ~35 Million Oversight

2006 - 2012

**JCPenney**

**Distinguished Engineer**

2001 - 2005

**ECLIPSYS**  
The Outcomes Company

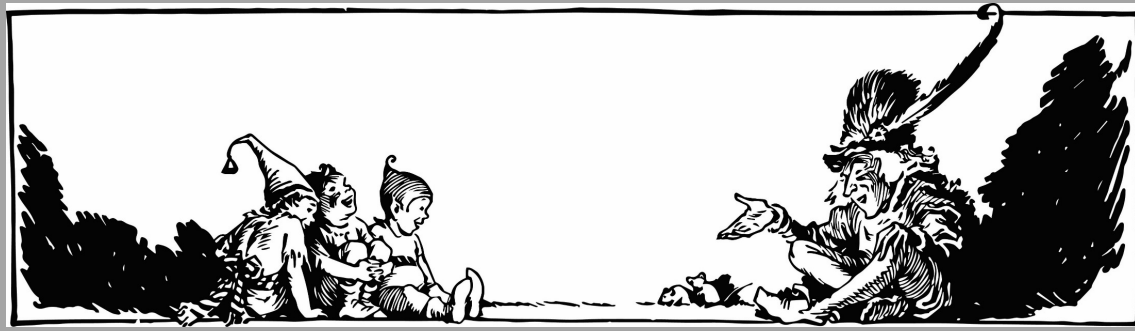
**Managing Architect/Director**

1998 - 2001

**HealthLogic**

**Developer/Architect/Director**

23 years of progressive & diverse experience



“Stories constitute the single most powerful weapon in a leader’s arsenal” – Dr Howard Gardner, Harvard Professor

I believe how we convey information is quickly becoming one of the most important skills in our industry. It doesn’t matter if it’s a video, a PowerPoint or a whiteboard, we must strive to share our knowledge and provide guidance in a form that not only is well understood, but captivating. Below are some examples of my journey in Story Telling.



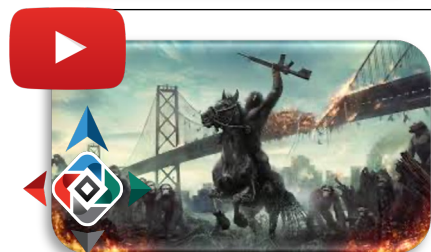
### [My Pecha Kucha on Pecha Kucha](#)

In learning to be more succinct and speak to executives, I lean on the Pecha Kucha model, as well have been championing this approach internally – ask me about Pecha Kucha Roulette.



### [Cloud Positioning](#)

Over my time at Dell, I have advised hundreds of customers on their Cloud Strategy, sharing my approach and practices internally, including at our 2020 Summit for Global PreSales.



### [PathFinder Soft Skill Workshops](#)

Leading from the front, I have delivered this workshop to all new-hires 2018-2020, countless account teams, as well at Intern programs and Universities as part of our Diversity out-reach.



Additional artifacts related to roles & projects over the past decade.

- [2020 Customer Bio](#)
- [2018 Personal Retrospective](#)
- [2015 Personal Retrospective](#)
- [2013 Personal Retrospective](#)



Completely custom talk track and associated custom PowerPoint deck.

- [Cloud Positioning](#)
- [Account Warming](#)
- [Containers for Marketing](#)
- [DevOps & ITIL](#)

\* Content has proprietary information obscured and used with permission for references.

\* Decks have all been presented in public, large events and in college courses I’ve taught.