

Matthew Tesch

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Experience

Sr. Technical Product Manager | Augmented Reality

Topgolf

Mar' 23 - Present

As the Topgolf Augmented Reality product owner, I built a team of engineers and designers and delivered a zero-to-one product within 13 months.

Executed data-driven feature analysis that assessed customer feedback from 1,000+ surveys, resulting in a revised product roadmap that addressed key user pain points and improved content generation and social sharing by 33%.

Held weekly cross-functional meetings with research, marketing, legal, and operations to launch Topgolf Augmented Reality products across 100+ venues nationally.

Implemented data-driven methodologies, including user research, usability testing, A/B testing, market analysis, and customer feedback, resulting in a 17% increase in feature use.

Created and refined two distinct AI models for optimizing real-time object detection and feature extraction in mixed-reality environments, improving system accuracy and reducing detection time, thereby contributing to a frictionless user experience.

Developed and implemented KPIs tied to business objectives, including repeat venue visits, social sharing, app downloads, and player spend per visit, enabling data-driven adjustments to marketing strategies and development prioritization, increasing app downloads and feature utilization.

Founder, CEO & Product Lead
Liquid Bit

Jan '17 - Jan '23

Raised capital through investments and partnerships to start a game studio specializing in multiplayer gaming. Managed the zero-to-one development and game launch across nine geographic regions and five gaming platforms - achieving over a million downloads.

Led a data-driven analysis of features, customer patterns, and product usage, extracting insights from 100,000+ customer interactions; adjusted the product roadmap and introduced new features used by over ~80% of the player base.

Architected a global cloud multiplayer infrastructure that intelligently connects players across platforms based on latency and skill level, eliminating platform silos and reducing matchmaking time, resulting in a 300% increase in games played per session.

Negotiated platform contracts and releases with Nintendo (Switch), Google (Stadia), Amazon (Luna), Microsoft (Xbox), and Valve (Steam), resulting in additional revenue streams beyond unit sales through porting and inclusion in subscription services.

Director of Engineering – Mobile Integration and Design
Salesforce

Oct'15 - Jan '17

Led a team of twenty engineers while working with sales to integrate the Salesforce platform into customer projects, creating a new capability for Salesforce consulting to offer bespoke mobile application development incorporating Salesforce cloud functionality.

Orchestrated the strategic integration of the AKTA engineering team into Salesforce. Developed tailored training sessions, which resulted in a 100% completion rate for all engineers earning Salesforce certifications within three months.

Interfaced with clients as a trusted technical advisor, redefined existing customer processes to incorporate Salesforce capabilities, and measured improvements through success metrics.

Coordinated with the customer experience and sales groups to offer workshops to prospective clients throughout the sales cycle, demonstrating design and technical capability tailored to client-specific requirements.

Founder | V.P. of Engineering

Akta

Apr '13 - Oct '15

Led a team of twenty mobile and web engineers across development and consulting projects with brands such as Motorola, Exelon, Post Cereal, BMW, and Topgolf.

Acquired by Salesforce in 2015, I grew the engineering consulting practice to over five million in revenue in two years, contributing to ten million in company revenue at the time of the acquisition.

Led the Research and Development, prototyping, and architectural design efforts, ensuring alignment with customer requirements.

Led the recruitment, mentorship, and supervision of engineering managers and team leads, fostering a cohesive team culture and driving professional development initiatives to enhance team motivation and productivity.

Enhanced productivity and efficiency by implementing and refining engineering processes, including adopting agile methodologies, improving continuous integration and delivery pipelines, and promoting a continuous improvement culture.

Facilitated seamless communication between engineering, product, marketing, sales, and executive leadership teams, ensuring alignment and understanding of technical capabilities, project statuses, and strategic decisions.

Technical Operations Officer

Central Intelligence Agency

Dec '06 - Feb '13

Led the research and development of a national strategic collection program, introducing innovative systems and techniques for intelligence gathering in hostile environments.

Managed the implementation of signal intelligence (SIGINT) collection capabilities to enhance national security objectives.

Granted TS/SCI with poly security clearance.

Education

The George Washington University

Master of Science (MS) | Computer Science

DePaul University

Bachelor of Science (BS) | Computer Science