Matthew Tesch

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Experience

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Sr. Technical Product Manager | Augmented Reality

Topgolf   *Mar' 23 - Present*

Led the end-to-end development of new AR experiences, from vision to successful pilot launch, engaging stakeholders across the organization and delivering within 9 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%.

Orchestrated weekly cross-functional meetings to align product and operational strategies, leading to a successful feature launch across 100+ venues that generated 20,000 new app downloads in the first month and projected 300,000+ installs over the following year.

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 feature prioritization, increasing app downloads and feature utilization.

Founder & Product Lead
Liquid Bit *Jan '17 - Jan '23*

Founded a game studio specializing in multiplayer gaming and led a team to successfully launch a multiplayer game across nine geographic regions and five gaming platforms - achieving over a million downloads.

Led a data-driven analysis of existing features and game mechanics, extracting insights from 100,000+ customer interactions; adjusted the product roadmap and introduced multiplayer 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
Salesforce Oct'15 - Jan '17

Led a team of eighteen engineers to integrate the Salesforce platform into customer projects, creating a new capability for Salesforce consulting to offer bespoke mobile applications 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*

I led all aspects of the technical discovery and capability efforts with the Salesforce M&A team throughout the acquisition process, creating a roadmap and strategy for engineering integration with existing Salesforce teams after 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.

Managed the engineering department's budget, optimizing resource allocation and technology, training, and infrastructure investments to drive departmental success.

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 security clearance.

Education

The George Washington University

Master of Science (MS) | Computer Science

DePaul University

Bachelor of Science (BS) | Computer Science