

Matthew Hoyland

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Summary

Curious, data-driven Product Manager with a background in Chemistry and 3+ years of experience delivering digital platform improvements across North America. Proven ability to identify friction points, define scalable solutions, and align stakeholders to drive execution. From intern to Associate PM at Festo, I've led high-impact B2B eCommerce initiatives — blending analytical rigor and user empathy to ship customer-first solutions.

Experience

Festo

Islandia, NY

Associate Product Manager – eCommerce Platform

January 2022 – Present

- Originated and co-developed the Material Activation App with engineering; authored PRD, led testing and rollout — backlog dropped by 70%, and activation time cut from 3 weeks to 1
- Proposed and delivered the Quotation Flexibility initiative to reuse expired quotes at checkout; drove a 7% increase in online sales and 30% reduction in quote expirations
- Digitized Quantity Contracts referencing, enabling self-service reordering and saving sales agents up to 15 hours per week; led to a 10% sales lift
- Spearheaded AI/OCR-based Enhanced PO Upload, reducing manual order entry and projected to grow sales by 15%
- Expanded Product Configurator access to partner sales channels; supported UX testing and rollout, contributing to a 10% increase in configurable material sales
- Localized the Distribution Portal for Festo's largest B2B accounts, centralizing access to data and minimizing support dependency
- Piloted a Strategic Couponing initiative targeting dormant users and focus products; projected to grow targeted product line sales by 15%
- Scoped product initiatives based on customer insights and platform data, writing PRDs, success metrics, and Epics
- Collaborated cross-functionally to align on strategy and execute rollout, QA, and adoption of key platform features

eBusiness Intern

- Improved customer support operations through data-driven analysis, resulting in a 25% faster ticket resolution time and a 15% increase in user satisfaction
 - Contributed to the successful rollout of the redesigned Festo website by optimizing customer support workflows and reducing response time
 - Gained foundational exposure to cross-functional collaboration, platform strategy, and user feedback loops
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Skills

- Product Management: Agile & Scrum, PRD Writing, Roadmapping, UX Design, A/B Testing
 - Technical Tools: Jira, Notion, Cursor, Google Suite, Microsoft Office, SAP ERP
 - Project Management: PMI-CAPM, Stakeholder Alignment, Vendor Selection, RFI/RFPs
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Education

York University

Toronto, ON, Canada

Bachelor of Science in Chemistry

September 2016 - April 2021

Involvement: Undergraduate Research with Caputo Group in materials chemistry, ALS Society of Canada