

# Matthew Hoyland

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## Professional Experience

### Festo — Islandia, NY

#### Product Manager, eCommerce Platform (Shop2Cash & User Management) *Jan 2022 – Present*

Advanced from Associate Product Manager after leading multi-region initiatives adopted across global markets.

- Own global roadmap for Shop2Cash and User Management, aligning Europe, North America & APAC stakeholders to deliver secure, scalable commerce experiences.
- Define success metrics and author PRDs for platform initiatives in payments, authentication, and user lifecycle management.
- Collaborate with HQ engineering and regional PMs to scale architecture supporting >40 countries and \$1B+ annual online sales.
- Reduced activation time from 3 weeks to 1 by leading the Material Activation App (~70% backlog).
- Increased online sales 7% through Quotation Flexibility (~30% quote expirations).
- Lifted B2B reorders 10% via Quantity Contract referencing, saving sales teams 15 hrs/week.
- Introduced AI/OCR PO Upload (projected +15% online sales).
- Expanded Configurator access to partner portals (+10% configurable sales).
- Localized Distribution Portal for major accounts → reduced support tickets and centralized account data.
- Piloted Strategic Couponing for dormant users (+15% target line sales).

### eBusiness Intern *Jun 2021 – Dec 2021*

Improved customer-support workflows (~25% resolution time, +15% user satisfaction).

- Streamlined agent workflows during website redesign rollout.

## Education

### York University — Toronto, ON

Bachelor of Science in Chemistry, 2021

Undergraduate Research (Caputo Group), ALS Society of Canada

## Skills & Tools

Agile Product Development, UX Research, Roadmapping, PRD Writing, A/B Testing, Jira, Notion, Cursor, Google Suite, Microsoft Office, SAP ERP, PMI-CAPM Certified, RFI/RFPs, Stakeholder Alignment, Cross-functional Collaboration