

# MATTHEW NEWELL

TECHNICAL PROGRAM MANAGEMENT • SOFTWARE DEVELOPMENT • DELIVERY

## EXECUTIVE SUMMARY

A proven and strategic digital leader adept in delivering complex creative and technical projects among a mixed matrix of internal and external teams with aplomb and calm demeanor. Consensus building and executive stewardship combined with deep process knowledge and hands on technical experience gives Matthew a strong foundation in delivering digital products with modern principles and expectations of quality from every discipline.

## SPECIALTIES

Program Management	Software Development	Agile / Scrum / Waterfall	Creative Leadership
Risk Assessment	Workflow Optimization	Requirements Gathering	Change Management
Modern Web Standards	Vendor Management	Process Development	Technical Management
Resource Management	Team Leadership	Budget Scoping	Analytics & Tracking

## EXPERIENCE

### Senior Technical Program Manager

May 2018 - Present

Pandora

Senior Product Development leader of large mix-matrix team software teams.

- Delivered re-envisioned, primary customer-facing and science driven browse experience with deep technical, science, creative and staffing dependencies, on time and to budget
- Managed internal technical teams and external consultants migration of on-prem analytics to Google Cloud Platform
- Implemented holistic marketing analytics tracking across desktop, web and mobile clients.
- Led triage and resolution of \$250K/mo leakage of ad revenue

### Program Manager

August 2015 - May 2018

Salesforce

Liaised across creative, technical, business organizations and stakeholders of a high performance corporate structure to create class-leading B2B and B2C work.

- Central technical liaison between marketing technology and digital marketing teams to lead requirements gathering, prioritization and deliverable management to executive expectations
- Delivered major content refreshes supporting multiple Dreamforce events
- Incepted Testing & Optimization center of excellence, including mission statement, processes, team structure, project tracking and delivery
- Lead team member of multi-year infrastructure migration to Adobe AEM 6.1
- Minimized risk and impact of massive 3,000+ lead form technical and creative migration
- Increased development bandwidth 3x by facilitation of approved 3rd party development channels
- On-boarded, trained and managed members of digital program management team
- Key escalation point for high visibility, time-sensitive executive response initiatives.

### Senior Producer

2011 - July 2015

Code and Theory, R/GA, Razorfish, Fantasy Interactive, Fluid and BBDO SF

Responsible for delivery management across accounts as manager of both internal UX, visual design, strategy, development and external marketing, content, analytics and IT teams while also overseeing multiple 3rd party integration points and vendors.

- Managed book of work in excess of \$4.5MM
- Delivered multiple complex Drupal CMS re-platformings simultaneously
- Managed complete redesign of Google's Chrome Web Store in less than 3 months including concept, design, prototyping and production assets
- Led delivery of Toyota's Dealer and Owner mobile experiences with a full lifecycle of native applications
- Created and gained external buy-in of >\$1MM budgets, requirements definitions, multi-year road maps, 3rd party user validation, work breakdown structures
- Instituted foundational internal processes for resource tracking, costs reconciliation, standardized budget estimation, scheduling and consistent change order management approach

# MATTHEW NEWELL

TECHNICAL PROGRAM MANAGEMENT • SOFTWARE DEVELOPMENT • DELIVERY

- Re-envisioned Zynga's Facebook poker game as they prepped to enter real-money gaming

Key clients include Google, Toyota, Visit California Tourism Board, San Francisco Travel, Bleacher Report, Microsoft, Zynga, HTC, Gallo Wines, Vail Resorts, MARS and Best Buy

## Digital Production Manager

2010 - 2011

Cutwater SF

Key clients: Google, Ray-Ban, Persol, LensCrafters, BNP Paribas and Ubisoft. Established digital production within a traditional advertising studio.

- Responsible for oversight of \$4MM+ in budgetary fiscal client spend
- Produced websites, microsites, apps, iPad site, videos, 3D, large-scale outdoor projections, on-site stunts and OOH efforts. A few banners too, all to budget and on time
- Participated heavily in new business pitches, winning Google, Ubisoft and others
- Responsible for overall quality of delivery for each production
- Managed and mentored growing team of digital producers
- Developed agency process including standardized agency rate card, estimation and formalization of scope of work creation

## Senior Digital Producer / Project Manager

September 2005 - 2009

Revcube Media, Y&R, Isobar, EVB, Publicis Modem

Responsible for leading development, creative and production resources through concept-based work for clients as well as production initiatives as a vendor for other agencies.

- Responsible for project delivery on multiple concurrent projects, including quality and budgetary management of projects ranging up to combined total of \$2MM
- Produced digital web experience for the launch of the 2010 Prius for Toyota Motors
- Acted as primary point of contact for Leo Burnett on Allstate 'In Good Hands' work over six months
- Led team in bringing first viral application to Facebook for PayPal, with over 120K users
- Produced largest web experience for both Freestyle and EA Games with the Warhammer 'Road to War' online game and launch sites. Maintained oversight of larger integrated campaign pieces including print, ads, web and out of home
- Oversaw complete rebranding, design and development execution of Boost Mobile's customer-facing website
- Produced concurrent digital media and sites for EA's 'The Sims' franchise, including 10+ specific pack releases with budgets ranging up to \$200K
- Managed and negotiated contracts with both onsite and offsite contractors
- Responsible for project planning and scheduling, staffing forecasts, weekly status and financial actuals reporting
- Produced three key pieces of business for Palm including two product releases and associated media campaign

## Digital Producer

March 2003 - September 2005

Altera and Freestyle Interactive/Havas

Managed production and development of complete site redesign and large-scale new product launch campaigns. Led cross-matrix of editorial, design and product development disciplines.

- Led team of five internal developers, including training and direction of weekly duties
- Delivered 2005 Sony PlayStation E3 website project in less than six weeks, including development of CMS, on-site live support and daily video production
- Managed onsite production support at the E3 convention of daily updates, product releases and video feed processing from editors, video crews and PR representatives
- Oversaw the production highly sensitive, new Genentech drug informational websites, including the implementation of feedback and edits required by the FDA
- Led consensus building and delivery in the planning, execution, QA and deployment of a complete corporate website redesign; affecting 6,000 pages in less than five months
- Successfully developed and launched multiple, high-visibility, 250-page product releases with strict deadlines, deliverables and QA responsibilities within the Interwoven Teamsite CMS Environment

# MATTHEW NEWELL

---

TECHNICAL PROGRAM MANAGEMENT • SOFTWARE DEVELOPMENT • DELIVERY

## OTHER EXPERIENCE

### Senior Developer & Graphic Design

1996 - 2003

Hands on front-end and middleware development, graphic design with high proficiency in HTML 5/XHTML, CSS, JSP, ASP, PHP, XML/XSL, Javascript, Shell, Photoshop, Illustrator, MS Project/OmniPlan, Google/Omniture/Adobe Analytics, Keynote/Powerpoint

On behalf of agencies, start-ups and clients in Central California and San Francisco

## EDUCATION

**Academy of Art College, San Francisco**