Matthew O'Donnell
AI-First People Leader │ HR Technology Builder
San Francisco, CA │ [LinkedIn](#) | [Github/HRSkills](#) | matthew.od11@gmail.com │ 631-805-6376

People Experience

Head of People & Talent │ Lunar Labs │ Oct 2025 – Present
DeFi meets AI innovation center - [Moonwell.fi](#) & [Mamo.bot](#)

Building the People function for a crypto/AI startup scaling an in-person innovation hub in San Mateo, CA. Reporting directly to CEO (ex-Coinbase).

Current Focus:
- Designing talent acquisition strategy for technical roles at the intersection of DeFi and AI
- Building scalable People Ops infrastructure with AI-first automation
- Establishing company culture and values for a mission-driven technical team

Director of People │ Agoric │ Dec 2022 – Oct 2025
Web3 crosschain infrastructure - [Agoric.com](#)

The Challenge: Join as the first HR hire to support a highly technical organization (85% senior engineers) building cutting-edge blockchain infrastructure. No playbook. No existing systems. Just me and the founders.

What I Built:
- Supported C-suite and VP Engineering as trusted advisor on organizational design, technical hiring strategy, and engineering culture
- Designed technical career frameworks for blockchain engineers, including progression paths for protocol developers and infrastructure specialists
- Scaled compensation strategy for competitive Web3 market with equity, tokens, and cash compensation structures
- Navigated complex global hiring across 5 countries for remote-first engineering organization
- Built structure in ambiguity - Created HR policies, employee handbook, performance systems, and onboarding from scratch

Director of People Operations │ Sundae │ Jan 2021 – Nov 2022
Proptech startup / Real estate marketplace - [Sundae.com](#)

The Hypergrowth Challenge: Scale from 100 to 600 employees in 18 months while maintaining culture and operational excellence.

What I Did:
- Led People Operations across the org with an emphasis on the Engineering, Data, and Analytics teams
- Designed technical hiring pipelines that scaled from 15 to 150+ engineers while maintaining quality bar
- Built performance calibration processes across technical functions with data-driven decision frameworks
- Implemented technical career ladders for software engineers, data scientists, and data analysts
- Navigated organizational design challenges including team reorgs, manager transitions, and structural scaling issues

Earlier Career: Progressive HR Roles | 2012 – 2020
Enterprise to startup experience across technology, healthcare, and professional services
- [Vecna Robotics](#)
- Dentsu Aegis Network
- Accenture / [What If Innovation](#)

(Beyond HR)
HR Command Center | Personal Project | 2025 – Present | [matthewod11-stack/HRSkills](#)

The problem I was trying to solve: HRBPs spend way too much time on administrative work. We're writing PIPs, building onboarding plans, analyzing engagement surveys, updating 9-box grids. Meanwhile, our data is scattered across five different systems (HRIS, ATS, performance tools, you name it). I wanted to build something that would let me spend less time cleaning up spreadsheets and drafting documents, and more time actually helping people.

What I built:
- A full-stack application (Next.js, React, TypeScript, SQLite) that consolidates everything into one chat interface
- 25 custom Claude skills for different HR workflows. Performance reviews, comp analysis, employee relations cases, all of it
- Multi-provider AI setup so if Anthropic's API goes down, it automatically fails over to OpenAI or Gemini. Built for 99.9% uptime because I needed something I could actually rely on
- Smart context detection. You type "show me engineering headcount" and it pulls up analytics. You say "draft a PIP" and the document editor opens. No clicking through menus
- Real production infrastructure. Authentication, role-based access, rate limiting, comprehensive testing. This isn't a side project hack, it's built to actually use

Why this matters: I taught myself to code specifically to build this. I started from zero technical experience three months ago. Now I've shipped 15,000+ lines of production code. I'm not just someone who uses AI tools in HR. I'm building what I think the next generation of HR tech should look like.

And honestly? I can't wait to see what I'll be able to build a year from now as I keep learning.

Education
Master of Arts, Organizational Psychology | William James College | 2012
Bachelor of Arts, Psychology | Northeastern University | 2011
HR Certifications: SHRM-CP

Interests/Hobbies
Multi instrumental musician (piano, guitar, bass, logic production)
Family chef
Fantasy football commissioner for a 14 person league in its 11th season (not easy!)