



EDUCATION & PROFESSIONAL DEVELOPMENT

Matt Mayer

Head of Product | AI/LLM Implementation Expert | Strategic Innovation Leader

Strategic product leader specializing in AI-powered digital transformation across B2B SaaS, manufacturing, finance, aviation, defense, and enterprise sectors.

Over 15+ years, I've architected breakthrough solutions delivering \$20M+ operational savings through systematic customer discovery and cross-functional team leadership. Currently scaling AI platforms that reduced processing inefficiencies by 85% while generating \$1.8M recurring revenue growth.

Expert in zero-to-one product development, multi-agent AI systems, responsible AI governance, and building high-performance teams that turn complex organizational challenges into sustainable competitive advantages.

DeepLearning.AI

Sept 2025 to Nov 2025 | Machine Learning Specialization

AI Upskilling

Oct 2024 to Mar 2025 | AI Product Strategy & Implementation

Center for Humane Technology

June 2024 | Foundations of Humane Technology

Scrum Alliance

Oct 2020 | Certified Scrum Product Owner (CSPO)

May to June 2022 | Certified Advanced Scrum Product Owner (A-CSPO)

Harvard Business School

Feb to May 2013 | Leadership and Management Training

Ryerson University

2001-2006 | Bachelor of Design (Communications), Minor in Marketing

WORK EXPERIENCE

Swift Racks: Head of Product: June 2024 – Present

Directing product vision and cross-functional execution while leading development of enterprise-grade AI platforms, including CNS (Central Nervous System) innovation copilot, TakeCost and EdPal AI lesson planning platform.

Strategic Leadership & Vision:

- Established comprehensive product vision and go-to-market strategy positioning Swift Racks as a leader in AI-powered digital transformation solutions across nine industry verticals
- Orchestrated strategic product initiatives including CNS (innovation copilot SaaS) targeting \$4.1M ARR Year 1 and \$280M ARR by Year 5 through seat-based enterprise model
- Orchestrated TakeCost.com complete strategy pivot through comprehensive user research with 15 contractors, shifting focus from accuracy to speed and achieving 95% conversion improvement by redesigning customer journey and fast-tracking AI features from Q3 to Q1
- Developed multi-agent system architecture enabling automated discovery and experimentation workflows for product teams

Product Development & Innovation:

- Architected TakeCost AutoTake computer vision system using Scale AI labeled datasets (5,200 elevations trained, 4,900 in pipeline), achieving 85% reduction in blueprint processing time through multi-material
- Designed CNS platform featuring specialized AI agents (Manager, Assumption Discovery, Experiment Design, Learning Synthesis) that automate entire product discovery lifecycle from raw ideas to validated business models using AWS Bedrock (Claude Sonnet 3.7)
- Built responsible AI governance framework covering bias testing, transparency, and performance monitoring across GPT-4, Claude Sonnet 3.7, computer vision systems, and custom LLM orchestration platforms
- Designed chat-based interface with natural language processing enabling product teams to describe problems and receive automated experiment plans, asset creation, and structured learning synthesis
- Built structured knowledge base storing every hypothesis, test, and outcome as proprietary data, creating compounding insight flywheel for enterprise clients

Operational Excellence:

- Cultivated enterprise partnerships generating \$1.8M in recurring revenue growth through AI automation solutions including CNS private deployments and TakeCost subscriptions
- Mentored high-performance product teams in multi-agent AI implementation strategies while teaching product management principles at Schulich School of Business

CONTACT

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WORK EXPERIENCE CON'T

RaceRocks 3D Inc: Sr. Product Manager: Sept 2021 to May 2024

Led enterprise product strategy and portfolio operations for defense sector technology solutions, managing annual planning cycles and executive stakeholder relationships.

Strategic Planning & Innovation:

- Architected four consecutive annual strategic planning cycles, establishing objectives and KPIs for company's five-year product roadmap
- Spearheaded creation of world's first integrated Replenishment at Sea (RAS) simulator for the Canadian Navy, delivering \$15M annual operational savings since 2019
- Developed enterprise-level market analysis framework informing multi-product strategy, competitive positioning, and capability prioritization
- Designed comprehensive go-to-market strategy for defense sector portfolio, including positioning, messaging, and sales enablement

Operational Leadership:

- Established cross-functional governance model implementing scaled agile methodologies across complex, multi-stakeholder defense programs
- Implemented organizational product management frameworks standardizing governance, measurement, and continuous improvement processes
- Served as strategic liaison between development organization, executive leadership, and senior defense sector stakeholders
- Developed enterprise user research program establishing consistent methodologies for insight generation across product teams

Portfolio Management:

- Directed resource allocation and prioritization across multiple concurrent product initiatives
- Established portfolio-level performance metrics aligning with organizational strategic objectives

RaceRocks 3D Inc: Product Manager: July 2018 to Sept 2021

Led tactical product development for immersive training solutions, focusing on innovative technology integration and implementation excellence for defense sector clients.

Defense Innovation Leadership:

- Spearheaded development of Canadian Armed Forces Naval Training Program for MV ASTERIX, establishing next-generation mission readiness capabilities
- Pioneered integration of AR/VR/XR technologies into military training ecosystems, transforming operational effectiveness
- Led specialized product teams implementing mission-critical training systems with secure deployment requirements

Technical Product Architecture:

- Architected Azure-based system integration enhancing operational efficiency across Royal Canadian Navy infrastructure
- Implemented advanced data simulation frameworks incorporating xAPI, CMI 5, and WebGL technologies

Product Development Excellence:

- Conducted specialized discovery processes yielding actionable intelligence on classified user requirements
- Created data-driven prioritization methodology balancing stakeholder needs with technical constraints

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WORK EXPERIENCE CON'T

Air Canada: eLearning Manager, Flight Ops: Aug 2010 to July 2018

Directed end-to-end learning technology strategy reporting to Director of Safety and Training, with a primary focus on pilot training transformation. Led cross-functional initiatives integrating digital systems across enterprise architecture while delivering measurable operational efficiencies.

Strategic Digital Transformation:

- Pioneered one of the industry's first offline iPad-accessible training platforms with "Training--Anywhere, Anytime" vision, enabling pilots to complete training globally with offline synchronization
- Orchestrated mobile training deployment strategy, increasing pilot-user engagement metrics by 75% while reducing operational training costs
- Spearheaded conversion from traditional to digital learning modalities, delivering documented annual cost savings of \$1.5M through training footprint reduction

Technical Implementation:

- Architected and executed deployment of two enterprise Learning Management Systems with seamless migration path
- Designed systems interoperability framework connecting LMS with HR, finance and IT systems, enabling cross-platform automation
- Established technical standards for multi-platform training delivery across global operational environment

Operational Leadership:

- Led cross-functional initiatives with Finance, IT, Engineering, HR, Training, and Operations teams to align technology roadmap with business objectives
- Developed comprehensive cost-benefit models for digital transformation initiatives, securing executive stakeholder approval
- Implemented data-driven performance measurement framework for learning technologies, establishing continuous improvement cycle
- Transformed pilot training methodology with measurable efficiency gains, establishing model subsequently adopted by industry peers

PROFESSIONAL COMPETENCIES

11+ Years - Strategic Product Leadership Product Vision Development & Strategic Road mapping. Cross-Functional Team Orchestration & Stakeholder Alignment. Market Analysis & Competitive Differentiation Strategy. Agile Methodologies (Scrum, SAFe, Lean). OKR Framework Implementation & Performance Tracking. Strategic Partnership Development & Product Launch Management.

9+ Years - Operational Leadership Agile Team Management & Coaching. Process Optimization & Resource Allocation. Budget Planning & Financial Management. User Experience Strategy & Information Architecture. Requirements Definition & Prioritization Frameworks. Cross-Functional Initiative Governance.

15+ Years - Technical Implementation Learning Systems Architecture & Deployment. Enterprise Software Implementation. Learning Design & Curriculum Development. User Interface Design & Visual Communication. Content Strategy & Multi-Platform Distribution.

Software Proficiency: AI/ML Platforms: AWS Bedrock (Claude Sonnet 3.7), Scale AI, Computer Vision, Multi-Agent Systems, LLM Orchestration, Atlassian (Jira, Jira Product Discovery, Confluence), Miro, Product Plan, ClickUp, Monday.com, Asana, Condense.io, Lighster, Respondent, Figma, Budibase, HotJar, LogRocket, Zendesk, GitHub, GitLab, Smartsheet, Adobe Creative, Google Suite, Office 365, Slack.

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