

# MATTHEW KOENIG

SEATTLE, WA

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## SUMMARY

Product manager with experience working at the intersection of software engineering, mobile design, and digital strategy. Experienced with modern mobile web and native software product lifecycles and frameworks. My mantra; *always bring the donuts, ask questions to deeply understand your users' needs, and make decisive tradeoff decisions that position the product to be successful in the market.*

My side projects and continued education is showcased on my portfolio site [www.mdkoenig.com](http://www.mdkoenig.com)

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## PROFESSIONAL EXPERIENCE

**EXPEDIA GROUP • Seattle, WA**

**2018 – Present**

### ***PRODUCT MANAGER III, MOBILE***

- Led product strategy for the Progressive Web Application (PWA) storefront and entry pages driving “trip shopping,” on the forefront of a broader product strategy shift across organizations
- Utilized core GraphQL infrastructure to develop cross-application (web and native) experiences that reduced core API development spend by 66% and improved feature time-to-market by 40%

### ***PRODUCT MANAGER II, STOREFRONT***

- Led implementation for the next generation storefront built on Progressive Web Application (PWA) framework and resulted in a 30% improvement in technical performance of the homepage
- Delivered successful global rollout of new PWA storefront for flagship brand across 42 markets

### ***PRODUCT MANAGER I, SEARCH LANDING PAGES***

- Led product strategy for a proof-of-concept Progressive Web Application (PWA) implementation for SEO search landing pages and resulted in a 30% improvement in technical page performance
  - Improved SEO page rank by 6% due to technical optimization and customer experience improvement of the new Progressive Web Application (PWA) implementation
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## INTERNSHIPS & CO-OPS

### **MICROSOFT • INTERN, MARKETING CONSUMER BUSINESS (MCB)**

Leveraged industry research to model market opportunity for items on the upcoming Azure IOT roadmap

### **EXPEDIA GROUP • INTERN, PRODUCT MANAGEMENT**

Lead iterative improvements to paid marketing technologies and internal content management system

### **APPLE • INTERN, MARKETING CONSUMER BUSINESS (MCB)**

Modeled strategic partnership contract opportunities to drive business insights within mobile strategy

### **T-MOBILE • INTERN, TECHNICAL PRODUCT MANAGEMENT & OFFICE OF THE CEO**

Implemented new internal bug triage process and delivered reporting dashboards on retail store system health for Office of the CIO

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## EDUCATION & TRAINING

### **Bachelor of Business Administration**

University of Washington, Foster School of Business

2019

### **Bachelor of Computer Science**

Auburn University, College of Engineering (Online, Part-Time)

2022

### **Collegiate Awards and Affiliations**

Undergraduate Business Council Dean's List Student of the Year (Foster School of Business), Finalist

Lavin Entrepreneurship Honors Program (Foster School of Business)

Startup UW • President (2016-2017), Freshman Representative

Princeton Intercollegiate Entrepreneurship Network • Founding Member, West Coast Director

Emory University Global Business Summit • Regional Delegate