

MATT BENNETT

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PROFESSIONAL SUMMARY

Strategic product leader with 10+ years of dedicated product ownership and management experience, excelling at bridging technical and business objectives while leading agile development teams to deliver innovative solutions. Experience spans from scaling a SaaS startup to managing enterprise-level products, demonstrating expertise in translating complex business requirements into clear technical specifications and actionable user stories. Proven track record of successfully managing product backlogs, leading sprint ceremonies, and driving continuous improvement through data-driven decision making. Technical background in Computer Information Systems combined with MBA enables effective communication across all organizational levels—from development teams to C-suite stakeholders. Demonstrated success in implementing emerging technologies like AI/ML and RPA, reducing operational costs by 50% through strategic automation, and scaling products from concept to market success. Leadership approach emphasizes agile best practices, cross-functional team collaboration, and maintaining high standards of quality throughout the product development lifecycle.

CORE COMPETENCIES

- **Product Leadership:** Product Vision & Strategy, Roadmap Planning, Release Management, User Story Development
- **Agile Expertise:** Sprint Planning, Backlog Management, Scrum Ceremonies, Kanban, Continuous Improvement
- **Technical Integration:** AI/ML Solutions, RPA Implementation, SAP Integration, Web Services Development

- **Business Acumen:** Requirements Analysis, Gap Analysis, Data-Driven Decision Making, Stakeholder Management
- **Customer Focus:** User Research, Jobs-to-be-Done Framework, Customer Feedback Loops, User Experience Design
- **Team Leadership:** Cross-Functional Collaboration, Resource Allocation, Process Optimization, Knowledge Transfer

TECHNICAL SKILLS

- **Product Tools:** JIRA, Confluence, Figma, User Story Mapping, Jobs-to-be-Done Framework
- **Development:** Vibe Coding POCs, Mendix Studio & Pro, SAP Configuration, BPMN 2.0, UI/UX Design
- **AI/ML:** Claude and GPT Integration, Machine Learning Applications, Chatbot Development
- **Data Analysis:** SQL, Excel (Pivot Tables, VLookups), Business Intelligence Reporting
- **Process Automation:** RPA Implementation, Workflow Design, Process Optimization

CERTIFICATIONS

- **MBA**
- **Disciplined Agile® Senior Scrum Master (DASSM) Certification**
- **PMI Citizen Developer Practitioner**
- **Mendix Rapid Developer Certified**

PROFESSIONAL EXPERIENCE

OURSAILS | Yokohama, Japan | 2023 – 2025

Head of Product & Co-founder

As founding member of a 5-person SaaS startup, wore multiple hats across product, development, and operations while driving rapid growth through lean methodologies. Balanced strategic leadership with hands-on execution in all aspects of the business.

- Grew user base to 1,000+ paid subscribers within first year through highly targeted product-market fit and efficient resource allocation
- Led successful Product Hunt launch reaching #5 ranking, personally managing all aspects from messaging to community engagement
- Established lightweight but effective agile processes enabling our 5-person team to consistently ship weekly improvements
- Built and deployed custom GPT agents to augment our lean team's capabilities across customer support, QA, and documentation
- Conducted and analyzed 100+ user interviews across organizational levels, translating insights into Jobs to be Done frameworks that revealed critical collaboration and communication pain points
- Managed full product lifecycle while actively contributing to development, testing, and customer support as needed
- Maintained direct relationships with key customers, leveraging feedback for rapid product iteration and enhancement
- Created scalable documentation and processes that enabled our small team to operate efficiently while maintaining high quality

AVERTRA CORP | Yokohama, Japan | 2021 – 2023

Product Operations Manager

As a Product Operations Manager at Avertra, I played a pivotal role in ensuring the cross-functional product teams operated effectively and efficiently. My responsibilities included managing the product portfolio of initiatives for a global team, establishing standards and tools for product road mapping and reporting, and leading multiple proof of concept (POC) engagements utilizing Mendix Studio and Studio Pro to showcase Mendix development. Through my leadership and expertise, I ensured that the cross-functional teams were aligned, communicated effectively, and had the necessary processes and tools in place to scale effectively.

- Managed the product portfolio of initiatives for a global team, ensuring alignment and effective communication across cross-functional teams
- Established standards and tools for product road mapping and reporting, improving visibility and transparency for stakeholders and team members
- Led multiple proof of concept (POC) engagements utilizing Mendix Studio and Studio Pro, showcasing Mendix development and driving innovation
- Facilitated project meetings, ensuring that cross-functional teams delivered high-quality deliverables on time and in alignment with their commitments
- Leveraged strong product and project management expertise to identify required activities and ensure appropriate task assignments were in place
- Developed a Communication Plan to ensure appropriate stakeholder involvement and communication was in place, improving transparency and alignment across teams
- Identified risks, performed risk analysis, and effectively managed risks, proactively raising prioritization and scheduling tradeoff decisions, and escalating and identifying alternate options as appropriate
- Documented and distributed project and activity status on a regular basis, improving visibility and accountability across teams

AVERTRA CORP | Virginia | 2016 – 2021

Product Owner

As a Product Owner for the MiCustomer platform, I was responsible for managing product development and service operations. I coordinated regular sprint meetings and requirements meetings for new features and enhancements, ensuring that

cross-functional teams were aligned and working towards a common goal. I managed the product backlog, ensuring that it was organized and prioritized based on customer needs and business goals. Through my leadership and expertise, I ensured that the MiCustomer platform was developed and delivered with the highest level of quality and customer satisfaction. I was dedicated to driving continuous improvement, promoting innovation, and ensuring that the platform met the evolving needs of our customers and the business.

- Spearheaded the end-to-end development of six (6) products, collaborating with multiple stakeholder groups to ensure alignment and successful delivery
- Supported all marketing, communications, and end-user training efforts, ensuring that customers were informed and trained on new product features and updates
- Developed product schedules and timelines with Agile methodologies and practices in collaboration with the Delivery Manager, ensuring that cross-functional teams were aligned and working towards a common goal
- Successfully led the integration of multiple new technologies, including RPA, chatbot, Machine learning assisted forecasting modeling, and executable BPMN 2.0 processing, ensuring that the products were cutting-edge and met the needs of our customers
- Automated multiple processes for user account registration and recovery, reducing call volume to customer service representatives by 50% in just six months, resulting in significant cost savings for the company and improved customer satisfaction

HCL | *Multiple Locations (North America)* | 2010 – 2016

SAP Functional Solutions Consultant

Led implementation and optimization of utility solutions focused on SAP IS-U Device Management, smart metering systems, and customer self-service platforms. Responsible for functional specifications, testing, configuration, and implementation support across multiple client engagements.

- Designed and implemented SAP-integrated customer solutions for leading utility companies including National Fuel & Gas, Hydro One, and Fortis BC
- Created and maintained critical interfaces processing 50,000–70,000 daily meter readings from smart meters
- Managed synchronization of 1.4 million smart meters between enterprise systems, ensuring data integrity
- Developed functional specifications for interfaces, reports, and enhancements that bridged business requirements with technical implementation
- Led completion of the SDLC for HCL's intelligent Energy Management (iEM) customer self-service product
- Provided go-live support and knowledge transfer for client support personnel
- Supported pre-sales efforts through technical demonstrations and solution design

EDUCATION

Master of Business Administration (MBA)

University of North Alabama – Florence, AL | *2009*

Bachelor of Science, Computer Information Systems

University of North Alabama – Florence, AL | *2007*