

Matt Boggie

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About

Throughout my career, I've been most excited when investigating the newly possible, developing new ideas and concepts, and seeing them through to creation. I've led dozens of diverse project teams delivering innovative technology capabilities to media, communications, and publishing companies. Most recently, in my leadership role at the Research and Development Lab at The New York Times, I've led investigations into new content products, machine learning and AI experiments, physical computing interactions, and advanced visualization techniques. More importantly, through a wide cross-departmental network of colleagues, I've brought this research to bear on the product development and revenue gathering processes where it was most valuable. Through the lab's methods of collaboration and applied research, I've helped The Times stay at the forefront of the news industry.

Professional Experience

NEW YORK TIMES R&D LAB

JUNE 2010–PRESENT

Executive Director: 2013–Present

Supervise Creative Technologists and Data Scientists developing prototypes for new interactions between users and information. Review technical literature, academic papers, startup investment plans, and both public and internal research on technology and innovative interactions. Develop prototypes and trial applications that illustrate aspects of predicted futures. Organize regular ideation and discussion sessions among a group of up to 20 future-focused technologists to elucidate trends from the weak signals seen in technology press. Develop business plans to support investment in new product concepts with five-year horizons, taking into account company growth, changes in markets, and consumer expectations. Present The New York Times' vision of the future of news and information to advertisers, agencies, employees, and select partners in a variety of public and private settings.

- Managed a staff of eight and a budget of \$3M while investing in new platforms for innovation
- Recruited and hired creative technologists, data scientists, and design experts from a wide range of backgrounds and industries
- Developed new knowledge sharing programs for a department of twenty personnel
- Spoke at industry marketing and technology events, including at meetings of NewspaperNext and the International News Media Association, Journalism/Interactive, FutureEverything, WAN/IFRA, and Digital Medier in Oslo, Norway
- Wrote positions on industry issues such as Net Neutrality Legislation, Responsive Design, Ad Blocking, Platform Distribution, and Data Management Strategies.
- Was granted a U.S. Patent for a new social advertising product

Director of Technology Strategy: 2011–2013

Media and Technology Strategist: 2010–2011

ACCENTURE LTD.**JUNE 1999–JUNE 2010****Senior Manager, 2006–2010**

Supervised teams of up to 10 employees in planning and delivering projects for media, entertainment, and communication clients. Defined new business processes and requirements for cross-departmental initiatives in film and broadcast divisions. Served as subject matter advisor for U. S.-based broadcast, content creation, and distribution business practices. Controlled P&L for projects up to \$5 million in revenues and two years in length. Mentored the formal career development of employees that resulted in promotions and new opportunities for the employees. Assisted in numerous financial, staffing, and quality management operations that contributed to \$100 million in annual revenue. Taught classes to company personnel on program management, technical architecture, digital asset management, and content management. Created internal training, external marketing leadership, and point-of-view materials for the company's Digital Transformation Initiatives.

- Wrote a Global Broadcast Consumer Survey analyzing consumer behavior and preferences, and presented its findings and conclusions to press in interviews and seminars.
- Conducted a detailed design and business case evaluation for digitizing a major motion picture studio's production and distribution operations. Estimates showed a potential savings of over \$130 million over 5 years.
- Analyzed methods of cost reduction for global distribution of programming for a prominent U. S. cable network, leading to recommendation and implementation of new production workflow.
- Performed an application and infrastructure assessment to a world leader in news distribution that allowed more comprehensive coverage.
- Designed and developed a content platform that backed a top-five U. S.-based news website, providing more up-to-date, relevant, and personalized content to a growing online audience.
- Designed, built, tested, and launched a programming management solution for a U. S. network that provided new capabilities for content scheduling and acquisition of programming from producers. The solution compressed schedule timelines by 10 days per month and reduced re-entry of operations data by 85%.

Manager, 2003-2006**Consultant, 2000-2003****Analyst, 1999–2000****Education****BOSTON UNIVERSITY****B.A. IN COMPUTER SCIENCE, 1999**

Minor: Communication Studies

Honors: Magna cum Laude