

Matthew Spence

FULL STACK PRODUCT ENGINEER

With a passion for user experience & cross functional teams

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ENGINEERING MANAGER: COMPANIES JUNE 2024
LEAD ENGINEER: CARBON JUNE 2023
LEAD ENGINEER: FRONT END OCTOBER 2021

Novata October 2021 - Current



Responsibilities

Lead cross functional product engineering teams to rapidly deliver viable products from scratch. Oversee delivery from concept to launch and beyond. Manage and mentor software engineers and engineering managers, ensuring efficiency and quality across the team.

Communicate and collaborate with varied stakeholders and customers across the business to ensure product aligns with the needs of customers and the goals of the business.

Achievements

Joined as **engineer #1**. Established the product and engineering team, and was instrumental in **scaling it to 50 people**. Delivered a product that has provided **ESG data collection for over 10,000 companies** at a **87% report completion rate**. Securing a customer base of private market investors, representing **\$12 trillion of assets under management**, over **\$50 million in investment** to date, and **eight figure annual recurring revenue**.

I was selected to lead an entirely new product line providing carbon calculation and emissions data for private companies. I built a new team and product that delivered **7 figure annual recurring revenue in its first year of launch**.

Promoted to engineering manager of "Novata for Companies", oversaw a number of squads including carbon calculation, regulations and private companies.

Drove AI adoption with **integration of 3rd party AI solutions**, and **in house models** designed to streamline user workflows and reduce friction in the data collection process. **Improved carbon calculation accuracy by 30%** by using AI to better match emissions factors. **Reduced data entry time up to 50%** by automating parts of the data collection process.

Skills & Technologies

TypeScript, React, Express, Node.js, PostgreSQL, Redis, Docker, Kubernetes, AWS, Git, AI, Product Design, Slack, Jira

CTO & COO

Friends or Friends January 2021 - September 2021



Responsibilities

Establishing operations and providing all necessary technical solutions. Sourcing and/or implementing software to facilitate marketing, sales, operations, and customer support, quickly and efficiently, with minimal cost.

Additionally everything and anything required getting a bootstrapped start up ecommerce store off the ground. This truly was a many hats role, and at times included stepping well out my comfort zone into areas such as marketing, sales, customer support and plant care.

Achievements

Delivered bespoke software to meet the legal requirements for the distribution of plants. Designed and built to **satisfy statutory standards with the absolute minimum impact** on warehouse operations. This software allowed for an over **100% reduction in fulfillment costs**

Created packaging, fulfillment and support processes that have delivered **industry leading dispatch times and customer satisfaction** ([trustpilot.com](#), [reviews.io](#)). Built an ecommerce fulfillment team with specialist skills around the care and dispatch of live plants from scratch. Bootstrapped everything with **no outside investment, growing it to \$75K in monthly revenue**. Procured and out fitted a warehouse space optimized for the business's operations. Created and nurtured leadership roles within the team, **gradually transferring responsibility to make teams self managing**.

This was my first role where I had to step entirely outside of software engineering and tested my ability to creatively solve problems in an unfamiliar and high pressure environment. This experience was invaluable in my development of my **ability to think outside the box** and **pragmatically solve complex problems** in a novel domain.

Skills & Technologies

JavaScript, PostgreSQL, React, Redux, Ruby, Rails, Heroku, Git, Product Design, Ship Station, Shopify, Slack

Accomplished Full Stack Software Engineer and Engineering Manager with over two decades of experience in driving high-performance product teams and delivering robust software solutions. Proven track record in scaling teams, optimizing development practices, and generating substantial revenue growth across multiple industries.

Originally from the UK, I now live in San Diego CA with full permanent US residency.

Experience

Web Application Development	20+ years
Scrum and Agile methodologies	13+ years
Leading remote teams	10+ years
Start ups (as founder and employee)	10+ years
React	9+ years
Ruby and Rails	9+ years
Highest level of education	Multimedia Design & Technology BSc

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Example Code

ts-rest-mock

A Typescript library for automatically mocking HTTP requests based on their contract schemas.

🔗 [github.com/msaspence/ts-rest-mock](#)

PlantPassporter

A Ruby on Rails & React app for the required documentation for distributing live plants within the UK.

✉ [Access available upon request](#)

Trakio Ruby Client

A Ruby Gem for Trakio's API.

🔗 [github.com/msaspence/trakio-ruby](#)

Trakio JavaScript Client

A JavaScript client for Trakio's API.

🔗 [github.com/msaspence/trak.io.js](#)

This Website

Not technologies I'd use if I was starting today. But I'm a pragmatist at heart and if it aint broke don't fix it.

🔗 [github.com/msaspence/msaspence.com](#)

LEAD ENGINEER, ANALYTICS

Groove Feb 2017 - May 2021



Responsibilities

Plan and execute architecture, and end-to-end implementation of the company's customer facing analytics and reports product. Ensuring quality of work for contributing engineers assigned to the analytics team. Liaise and coordinate with other teams, specifically system administrators, and Head of Engineering. Define and outline product requirements and vision with Head of Product.

Groove is a fully remote team distributed across several timezones. This role required a high level of autonomy solving complex problems alone when other team members were simply offline. Equally it required planning and collaboration with a number of teams and individuals spread across said timezones.

Achievements

Using a mixture of an off the shelf event streaming platform (keen.io), augmented with a bespoke in house system built on Elastic Search, we were able to **deliver a powerful reporting product quickly and efficiently**. This hybrid approach meant our solution **wasn't confined by the limitations** of the 3rd party product but was still **able to leverage many of its benefits**.

Utilized a number of existing systems already in place to create a highly resilient data collection endpoint that boasted 99.99% uptime.

Skills & Technologies

JavaScript, Docusaurus, MySQL, ElasticSearch, Kafka, React, Redux, Ruby, Rails, AWS, Git, TDD, jQuery, Emotion, User Experience, Product Design, Code Review, Trello, Slack

STAFF SOFTWARE ENGINEER

Holiday Extras Dec 2015 - Feb 2017



Responsibilities

Produce bug free, future proofed code, setting the standard by which others developers work. Translate the needs of the business into solutions. Working to and on the company values, the team standards and best practices.

Identify, react quickly and take ownership of any serious problems with quality. Improve the performance and development of the team. Sharing and supporting individuals by helping create team processes, following them and enforcing their use by others. Identify technical potential in others and work with them to improve.

Achievements

Delivered to market from scratch a post checkout trip planner that **increased average customer lifetime value by 21%**. Provided a mix of personalized free content and tools along with time sensitive product suggestions to lift per trip spend on our platform.

Skills & Technologies

JavaScript, React, Backbone, Redux, Ruby, Rails, AWS, Git, TDD/BDD, CoffeeScript, jQuery, Less/CSS, Scrum, Pods, User Experience, Product Design, Code Review, Jira, Slack, Pair Programming

CTO & TECHNICAL COFOUNDER

Trakio Apr 2013 - Dec 2015



Responsibilities & Achievements

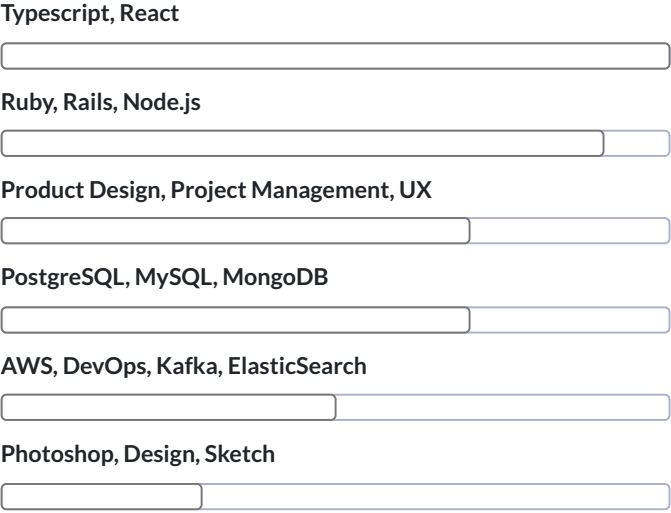
Helping companies increase activation and reduce churn by understanding their users better. Executed a number of pivots searching for a repeatable and scalable business model. Each time creating hypotheses and testing them.

As the CTO I was responsible for planning, building, managing, and documenting several production services and client libraries from scratch. I implemented the provisioning of our hardware infrastructure on AWS using Chef, along with service monitoring and redundancy, having had no previous experience of SysAdmin. I recruited and managed all our technical employees and contractors, managing their on boarding, training, and providing direction and mentorship for their personal development. Utilizing online tools to collaborate remotely, often across timezones.

Skills & Technologies

Ruby, Rails, Sinatra, Sneakers, OAuth, MongoDB, WebSockets, RabbitMQ, Redundancy, HAProxy, Nginx, Monit, Capistrano, Chef, AWS, Git, TDD/BDD, JavaScript, CoffeeScript, D3, Load Testing, Highcharts, jQuery, Less/CSS, Photoshop, Application Design, User Experience, Product Design, Infrastructure Design, Technical Support, Code Review, Trello, Slack, Pair Programming

Relative Strengths



Other Interests

I understand the importance of a balanced lifestyle, and have many interests beyond software development. Here's how I like to recharge:

Being a Dad

I say being a Dad but really I mean vicariously reliving my childhood, going to scouts and playing Lego.

Building Models

At my core I like to build things, building software is incredibly rewarding but sometimes it's nice to work on something physical.

Hiking & Boulderling

I love being outside and away from the city. Southern California has so much to offer close by and I'm just starting to scratch the surface.

Snow sports

I'm a proficient skier and a distinctly average boarder. California wasn't the best move for snow sports but one day I'll make it back to the slopes.

Other Previous Roles



CTO & Technical Cofounder

Virally Jun 2012 - Apr 2013

Senior Consultant & Lead Developer

Fruitbowl Media Mar 2012 - Aug 2012

Web Developer

University of Kent - Web Development Team Nov 2007 - Mar 2012

Education



University of Kent

Multimedia Design & Technology BSc Sept 2004 - July 2007

Royal Hospital School

GCSEs & A Levels (UK High School) Sept 1997 - July 2004

A Levels

Business, Physics, Maths, Politics,

GCSEs

English Literature, English Language, Maths, Double Science, Geography, History, Maths, French,