

# PETER MATTHEWS

[www.linkedin.com/in/peterjdmattthews](http://www.linkedin.com/in/peterjdmattthews) | [www.pjdmatts.com](http://www.pjdmatts.com) | <https://github.com/pjdmatts>

## SOFTWARE ENGINEER

*Ability to rapidly learn new technologies and markets.*

*Self-starter with the agility to manage multiple projects simultaneously*

Python | HTML | CSS | Responsive Design | Javascript | Backbone.js | Knockout.js | SQL | Git | Linux | Matlab | Adobe InDesign

## PROJECTS

MOVIE TRAILER WEBSITE [https://github.com/pjdmatts/monkey\\_beads](https://github.com/pjdmatts/monkey_beads)

- Wrote object-oriented server-side code in Python application designed to store movie data and serve to a page allowing the user to play movie trailers
- Customized the server-side code, HTML and CSS to improve the user experience.

PERSONAL WEBSITE <http://www.pjdmatts.com>

- Work in progress personal website hosted on Github Pages
- Custom CSS alongside Bootstrap
- Responsive design uses media queries to adjust image sizes for appropriate screen sizes

MAPE <https://github.com/TheDevPath/googleMaps-offline-navigator>

- Open Source project working with a team of developers
- Navigation app using offline first strategy and Google Maps API, React.js front-end, Node/Express back-end.
- Focused on front-end design and project documentation

## EXPERIENCE

[PJDMATTS.COM](http://PJDMATTS.COM), MANCHESTER NH

### TECHNICAL MARKETING CONSULTANT, 2017 TO PRESENT

Helped companies with their marketing efforts by processing large amounts of market and technical information and then acting as a guide for team members as they navigate a new market or application, helping to build strategy and products around what we have discovered.

- Created a comprehensive market overview report that validated market need for the clients' technology, assessed competitive technologies and detailed the ecosystem that the technology fits into.
- Developed a detailed marketing plan to address the opportunities identified, focusing on Web Marketing strategies
- Authored technical content to support the Content Development plan that I had developed for the client.

### PRODUCT MANAGER AND MARKETING MANAGER, 2012 TO 2017

Promoted to Product Manager for a business unit and kept previous responsibilities as Marketing Manager. Managed the BU portfolio: Guided products through lifecycle from roadmap, launch to market and end of life. Identified new market opportunities. Broadened the capabilities of existing products.

- Led a team of web developers to improve the company's functionality by searching for products faster, customizing a CMS system to enable to addition of new products and data to the website.
- Created a tool on the public website for the sales team and potential customers to build their own product SKUs and to generate price quotations.

### TECHNICAL MARKETING MANAGER, 2008 TO 2012

Managed the business unit's market-research function. Gathered information on the verticals around Wireless and Wireline networking by assessing customer needs, the competition, and industry trends. Shared information with key internal stakeholders: business unit heads, design engineers and marketing teams. Organized the marketing effort to create landing pages and content on the company's website for lead generation.

- Developed simulation and testing tools using Matlab for the engineering teams to better predict product performance.
- Authored technical content (application notes and white papers). Published articles and presentations for NIST and IEEE conferences.

### PRIOR WORK EXPERIENCE

- Sales Manager, Micronetics, Hudson NH
- Sales Engineer, Crystal Systems Inc, Salem MA
- Sales Engineer, Linos Photonics, Milton Keynes UK

### EDUCATION

- Bachelor of Science, Physics (Honors) - Bristol University, Bristol, UK, 1997

### ADDITIONAL TRAINING

- Udacity/Google 'Grow With Google' scholarship program, with a focus on Mobile Web
- Full Stack Developer Nanodegree - Udacity, February 2018 (expected)
- Rails 4 Certification - One Month, 2015