

# PETER MATTHEWS

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## WEB DEVELOPMENT & TECHNICAL MARKETING

*Ability to rapidly learn new technologies and markets.*

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

Python | HTML/CSS | Javascript | SQL | Git | Linux | Matlab | Adobe InDesign | VB for Excel

## EXPERIENCE

### SELF EMPLOYED CONTRACTOR, MANCHESTER NH

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#### 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 Demand Generation, Web Marketing and Content Development.
- Authored technical content to support the Content Development plan that I had developed for the client.

### VECTRON INTERNATIONAL, HUDSON NH

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#### 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.

- Adapted the existing Product Realization Process (PRP) to a 'fabless' model coordinating with engineering, offshore manufacturing and quality team members to successfully launch products.
- Created internal training materials to educate company stakeholders on emerging markets and new applications, developed strategies to drive sales in target verticals.
- 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.
- Leveraged my relationships with key technical personnel in the industry to develop an in depth understanding of a new network protocol (1588-2008) and its implications, educating internal team members and customers on how our products would succeed in the application.
- Authored technical content (application notes and white papers). Published articles and presentations for NIST and IEEE conferences.

#### **PRODUCT MANAGER, PLL AND TIMING MODULES, 2007 TO 2008**

Managed module and component product launches at the Hudson Manufacturing facility. Led cross functional teams comprised of members of the design, manufacturing, quality and marketing departments.

#### **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**

- Currently participating in the 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