

MATTHEW QUINN

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Driver of multiple digital transformations and idea-to-production product launches with over a decade of experience. I have helped numerous enterprise-level and venture backed companies in their agile transformation journeys by creating highly-autonomous, user-centric, outcome driven teams through building user empathy.

WORK EXPERIENCE

Product Lead

VMWare Tanzu Labs | Sep 2021 - Present | Remote, Globally distributed team

Tanzu Labs (formerly Pivotal Labs) is a consulting firm to Fortune 100 companies on product strategy and delivery

- Reduced the percentage of non-revenue shopping visits due to incorrect pricing by 75% at Kohl's as the embedded group product manager by enhancing 3 million digital sign instances which generated \$44M in additional revenue in the first year.
- Led two product teams in the development of a wealth management product for 35,000 Wells Fargo financial advisors which reduced customer onboarding time by 70%
- Launched Sorenson Communications' first web application in a decade, taking it from inception to launch and reaching customers in 7 languages across four continents within year one.
- Steered the transformation of the Abbott Lingo product organization through a 70% downsizing, resulting in a 30% increase in velocity and 95% reduction in rejected stories
- Coached client CPOs, VPs of product, PMs and Associate PMs on product strategy, roadmapping, and product specification

Interim Director of Product

Bridge | Jan 2021 - Sep 2021 | Remote, Globally distributed team

Bridge is SAAS tool used by the world's leading VCs and to build networks and facilitate introductions

- Grew MAUs by 82% by ingraining processes for customer feedback and user research, creating a clear product strategy and set of goals, prioritizing the product's focus and working cross-functionally with the design & engineering teams to ship features and test hypotheses so that Bridge can begin to grow outside of its power user customer base.
- Enhanced user engagement by establishing a robust user testing and interview framework which increased weekly customer conversations 5x.

Head of Product

Tot Squad | Feb 2020 - Jun 2021 | Remote, USA distributed team

Tot Squad is a leading parent & baby care service marketplace

- Launched a B2C marketplace generating over \$10k in monthly revenue, despite the challenges of the COVID-19 pandemic.
- Hired, and managed a cross-functional 10-person team of software engineers, business analysts, product managers, and designers.
- Transitioned the company from a services business to a technology-focused marketplace for parent and baby care services.

Head of Growth, Product

Grilla | Jan 2019 - Feb 2020 | Remote, Globally distributed team

Grilla was a seed funded tech startup taking on commercial videography with technology

- Led the product team in developing and scaling an innovative video production platform, achieving \$10k monthly revenue by the third month.
- Organized the working cadence within the company, leveraging agile methodologies and setting OKRs, to productively run retrospectives, sprints, and product.

Co-founder, Product

Flex | May 2016 - Jan 2019 | London UK, Globally distributed team

Flex was a direct to consumer wearable enabled gamified fitness technology company

- Created a gamified live-streaming fitness platform where members would maintain accountability and intensity by having their Apple Watch count and publicize their reps during a workout using machine learning.
- Increased user activation rates from 13% to 75% by iterating on product design and user engagement strategies. (Industry standard is below 15%)

Co-founder, Product

Sauce Apps (Acquired) | Aug 2014 - May 2016 | London UK

Sauce was a marketing analytics platform for ecommerce stores used by Shopify's largest brands

Senior Associate

PwC | Sept 2011 - Aug 2014 | London UK

PwC is a global management consulting and financial services firm

EDUCATION & OTHER EXPERIENCE

BEng Hons: Civil Engineering (Magna Cum Laude)

University of Southampton | June 2011

Chartered Accountant

Institute of Chartered Accountants in England and Wales | October 2014

Additional courses on Product, Javascript, Ruby, Business & Strategy

Stanford University, London Business School, University of Maryland, University of Virginia, Udemy & Skillshare

Techstars Mentor & VC Scout

- Mentor entrepreneurs to help them navigate business challenges and advance their companies
- Coach founders to help get their startups ready for external capital investment