

MATT SCHAAR

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PROFILE

Hi, I'm Matt.

I'm an amateur ultramarathon runner and coffee enthusiast with 15 years of experience as a product marketing leader, technical product manager, and consultant across multiple industries. Each phase of my work has mixed deep technical insights, strategic thinking, and customer engagement both internally and externally, all with a goal of making products for a world in need. I'm now seeking out new opportunities to work with a strategic and collaborative product team comprised of consummate professionals and all-around good humans.

EXPERIENCE

Director of Product Marketing/Interim Head of Marketing, Civis Analytics

WASHINGTON, DC / CHICAGO, IL 2018-2019

- Served as Civis' first Director of Product Marketing and Interim Head of Marketing, leading a six-person team in multiple dimensions of a marketing stack: growth, product-market fit, events, and communications
- Built critical workflows to establish Civis' first long-term product roadmap, collaborating with Product and Technical leads to establish a 2019 go-to-market plan for a suite of data science products with three launches in Q1 2019
- Led the development of Civis' inaugural Landscape Intelligence, creating a central hub for all competitive, persona, and solution knowledge to build messaging and go-to-market plans

Director of Technical Product Marketing, Heroku (a Salesforce.com Company)

SAN FRANCISCO, CA 2017-2018

- Led product messaging and go-to-market initiatives for Heroku's Data products – Postgres, Redis, and Kafka
- Served as the product liaison for Heroku's growth marketing team, building messaging frameworks which led to 30% growth in authenticated new user sign-ups and 15% month-on-month billing growth

Product and Developer Marketing Manager, GitHub

SAN FRANCISCO, CA 2015-2017

- Served as a founding team member of GitHub's Product Marketing, Developer Marketing, and Customer Success organizations, creating processes around go-to-market strategy, customer engagement, and developer relations
- Collaborated with Product, Design, and Sales teams to build messaging, planning documentation, and collateral that resulted in a 2x increase in users and a 2.5x increase in projects residing on GitHub.com and GitHub Enterprise over two years of engagement
- Contributed a company-leading combined renewal and upsell ARR - \$7.4 million in 2015 - and achieved 120% of sales upsell quota for 2015 (149% for non-draw months)
- Our overall efforts prepared GitHub for a \$7.5 billion acquisition in 2018

Client Services, Eversight

PALO ALTO, CA 2014

- Led the implementation strategy and day-to-day operations with multiple Fortune 50 CPGs for a SaaS trade promotions test platform, including test design, user ramp-up, insights, product feedback/improvements, and client engagement metrics. Identified value creation of ~\$45 million per client

EXPERIENCE CONTINUED

Founder, Brush Labs

DETROIT, BROOKLYN, ROME 2012-2014

- Built the initial operational and web/mobile product strategy for an early-stage social networking startup. Company generated \$500K seed investment during engagement
- Developed the go-to-market strategy and execution plan for a \$50m impact investing fund within a nationally-recognized family foundation
- Established processes to optimize staff and program resources for 4 million annual tons of food distribution with the United Nations' World Food Programme

Consultant, The Boston Consulting Group

DETROIT, MICHIGAN 2010-2012

- Assessed existing manufacturing operations and led on-site process workshops for a growing CPG. Identified \$15 million in immediately-deployed cost improvements
- Managed due diligence of acquisition targets to accelerate an automotive electronics supplier's top-line growth. Client stock price increased 50% post-project completion

Founder and Vice President of Technology, Silutions

ANN ARBOR, MICHIGAN 2009-2010

Assessed product-market fit and served as the technical liaison for a high-technology solar cell manufacturing process. Acquired initial seed capital and in-kind consulting services within three months of inception to commercialize

Services Engineering Manager, Boeing Commercial Airplanes

SEATTLE, WASHINGTON 2006-2007

Managed \$42m in safety-critical repair procedures for worldwide aircraft fleet; contributed to organization-best 95% ontime performance and conducted key operations plans on six continents

Product Design Engineer, Rolls-Royce Corporation

INDIANAPOLIS, BERLIN 2003-2006

Owned the product roadmap for all design improvements related to the AE3007 fan and compressor rotatives. Developed product improvement plans that resulted in over \$2m in annualized repair savings and critical safety resolutions

EDUCATION

Master in Business Administration (With Distinction)

Master of Public Policy

The University of Michigan, Ann Arbor, MI – 2010

Bachelor of Science, Aerospace Engineering (With Honors)

The University of Michigan, Ann Arbor, MI – 2003

OTHER TIDBITS

- Three-time Boston Marathon qualifier and finisher of over one dozen 50-kilometer-plus races
- Conversant in Spanish and German; journeyed to 37 countries on 7 continents
- Made a cameo appearance on a Destiny's Child song; trained classical clarinetist and former member of the Michigan Marching Band Drumline