

# Matt Jackson

Product Management and Digital Strategy Leader

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Brooklyn, New York

## Summary

I'm a seasoned Digital Product Manager and Strategist with more than 12 years of experience in B2B and B2C Marketing, eCommerce, and large-scale Enterprise Technology Implementation. I've worked in varied contexts to drive successful organizational transformation, marketing campaigns. My passion for emerging technology and driving change is tempered by significant exposure to regulatory compliance, cyber security and risk management topics.

Core competencies include: Digital Commerce strategy and implementation, Lead Generation, and Customer Acquisition strategy, Campaign Optimization, Marketing Analytics implementation and optimization, Marketing Automation implementation and optimization, Ad Technology implementation, Adobe Experience Manager (AEM) and CMS implementations, Agile Software Development.

## History

### Various Roles, SAP Digital Commerce

2017-Present, *SAP SE*, New York, NY

#### 2018-Present – Product Owner, SAP App Center

- End-to-End Product Owner for SAP App Center, SAP's digital marketplace for Partner Ecosystem software discovery, trial, and purchase.
- Introduced product enhancements across the platform areas enabling 321% year-over-year growth: €28.2M in Total Transaction Value in FY2019 (€16M+ above target) and €8.6M in Total Transaction Value for FY2018 (€7M+ above target).
- Led all aspects of GDPR compliance efforts for App Center business (Legal Framework, Technical Integrations, Segmentation, etc.).
- Owned all aspects of relationship with Platform vendor (AppDirect), including financials, roadmap alignment and coordination with key internal stakeholders.

#### 2018 – Internal Strategic Consultant

- On a temporary assignment with SAP Digital's Strategy team, worked across business units to develop core business process for Digital Renewals of Cloud Contracts via the SAP Store infrastructure. Acted as Renewals workstream lead to conduct impact analysis of SAP's core ERP migration on SAP Digital's core business.

#### 2017 – Marketing Technology Product Owner, SAP Store

- End-to-end owner of SAP Digital's Marketing Technology portfolio, including Marketo instance, Google Analytics and Ad Tech product suite, Adobe Marketing Cloud product suite, Affiliate Marketing platforms, and related technologies.
- Partnered with Go-to-Market (GTM) team on year-long effort to optimize conversion rates on SAP Store, improving performance from 1.28% order conversion in Q1 2017 to 2.25% order conversion in Q4 2017 (75% lift).
- Owned technology vendor and marketing agency relationships from initial research and selection, through contract negotiation and procurement, to technical integration and program execution.
- Nominated as SAP Catalyst (High Performer program) within first year of joining SAP.

### Associate Director, US Digital Marketing

2014-2017, *KPMG LLP*, Montvale, NJ

- Provided strategic direction and operational oversight across a matrixed team of 50 digital marketing professionals through a large-scale, multi-year, global re-platforming of the firm's digital infrastructure (CMS, Analytics, Marketing

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Automation and CRM integrations) while supporting the day-to-day efforts of a 500-person US-based marketing organization.

- Designed and product-managed a proprietary integration between Eloqua (marketing automation platform) and Adobe Experience Manager (application development platform), enabling the seamless integration of lead generation functionality with the firm's content management system, at scale.
- Received KPMG's National Marketing Award (annual firm-wide performance recognition) for strategy and analytics contributions to 2015 Brand Campaign.
- Technical owner and SME for all digital analytics implementation; Created the firm's first strategy and operations manual for the implementation of web analytics and led all related workstreams for US digital properties.
- Directly hired, trained and managed the department's first technology operations team (Business Analysis, Dev Ops, QA) during period of rapid growth while maintaining hands-on ownership of all related technology (CMS, Linux, Apache, CI and Testing Automation tools).

### Director of Web Operations

2011-2014, *Bottom Line Inc. (formerly Boardroom Inc.)*, Stamford, CT

- Responsible for the day-to-day operations of a network of websites and multi-million dollar eCommerce and email marketing programs for the publisher of *Bottom Line Personal* and *Bottom Line Health* magazines.
- Developed and launched Boardroom's first fully-automated email newsletter, resulting in a 120% increase in web traffic on deployment days as well as an annual net advertising revenue increase of more than 10%.
- Initiated and led a multi-year restructuring of Boardroom's email business to reduce annual department operating costs by more than 50%.
- Product-managed major website redesign in 2013, integrating CRM data into web advertising platform to deliver dynamic, real-time content based on customer interest.

### Vice President of Operations

2010-2015, *Bark Attack Media*, Brooklyn, NY

- Founded a full-service consulting business in 2010 to help small to mid-sized businesses grow through targeted digital advertising and marketing, complemented by web development and business planning. Past clients include a nonprofit theater company, a privately-owned government consulting firm, and a branch office of a Fortune 100 insurance company.
- Expanded the scope of the company in 2013 to launch *The Daily Soundtrack*, an original ad-supported digital magazine ([TheDailySoundtrack.com](http://TheDailySoundtrack.com)) featuring a mobile-optimized, fully responsive design (Wordpress), Google DFP integration, and a custom-built, automated weekly newsletter (PHP, HTML, MailChimp).

### Public Information Officer

2008-2011, *New York State Council on the Arts (NYSCA)*, New York, NY

- Reporting to the Executive Director, led digital strategy for a New York State Executive Agency while maintaining hands-on technical ownership of website and other digital resources.
- Created more than \$200,000 in savings annually by implementing a digital contract processing system and email-based communications program.

### Education

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**MA, New York University**, New York, NY (2007)

**BA, Stonehill College**, Easton, MA (2005)

## **Technical Skills**

**Marketing Automation:** SAP Marketing Cloud, Eloqua, Marketo, Silverpop, ExactTarget, Experian Marketing Suite, MailChimp

**eCommerce:** SAP Commerce Cloud, AppDirect, Magento

**CRM & Database:** SAP, Salesforce, SQL, Java Content Repository (JCR), Microsoft Access

**Analytics & Reporting:** SAP Analytics Cloud, Adobe Analytics (Omniiture)/Tag Manger, Google Analytics/Tag Manager, Tableau

**Content Management:** Adobe Experience Manager, Wordpress, Joomla

**Dev Ops & QA:** Jenkins, Nexus, JIRA, Confluence, Telerik Test Studio, JMeter

**Security:** Fortify, Burp Suite

**Ad Tech:** Google DFP / AdManager, Xaxis (24/7 RealMedia)

**Platforms & Hosting:** SAP Cloud Platform, Amazon Web Services, Linux, Apache HTTPS, IIS

**Code:** JavaScript, node.js, PHP, CSS, HTML

**Social Media Management & Listening:** Spredfast, Crimson Hexagon, Bottlenose