



How Matt McLane Can Impact Your Operations

A recognized leader, I help companies build software products, platforms, teams, systems, manage change, and engage with clients using a thoughtful and advanced approach. Past operational successes include:

- **Grew transactional revenue** from \$4 million to \$400 million
- Utilized Agile & OKR to **increase product development velocity** by 20%
- **Increased supply** from 5,000 to over 150,000 (1099 platform contractors)
- **Recruited high-level** software engineers and maintained a turnover rate below 5%
- Multiplied **Revenue-To-Employee ratio** from \$100k/per staff to \$3 Million/per staffer
- Successfully validated and **created new IT markets resulting in substantial profitability**
- **Lead all new program initiatives** and company operational development
- Inc 500 America's **Fastest-Growing Private Companies Award**
- Called out by name in independent staff survey as “**What Makes Field Nation a Great Place to Work**”

Senior Product Operations Professional

My strategic operations expertise is enhanced with specific skill set that helps organizations define and discover efficiencies, procedures, and structures designed to benefit long-term growth. These skills include:

- **Collaborative product/service development** utilizing *Agile PM*
- **Certified Scrum Master**
- **Go-to-market initiative velocity** utilizing *Lean Start-up methods*
- **Staff recruiting & retention** utilizing *Drucker Corporate Culture Development*
- **Strategic alignment & tactical effectiveness** using *Objective/ Key Results (OKR's)*
- **Intradepartmental collaboration** utilizing *Open Systems Theory (OST)*
- **Detection and rectification of functionality issues** utilizing *Agile-for-Business*
- **Process & Feedback optimization** utilizing *Iceberg*

Principal Consultant (2017)

Mad Hatter Consulting, Minneapolis, MN

This is an organization that offers coordinated consultation specialties from a full-stack team of independent specialized partners. The services are rolled out as applicable and when needed. Most of the consultation is supporting burgeoning businesses.

Primary Product Development Consultant

- Software / Platform Project Management
- Certified Scrum Master
- Distributed Software Engineering Team Management
- Software Development utilizing Agile
- Agile-Collateral Methodologies
- Curate strategic guidelines for team-building and corporate culture and hiring practices.
- Coordination Dev-ops, Sales Formation, People Operations, Marketing & Communication.

**Sr. Vice President & General Manager (2010 to 2017)****Field Nation**, Minneapolis, MN

Field Nation is an online freelance marketplace and Freelance Management System predominantly serving businesses with field service needs and freelance field service providers. Field Nation is based in Minneapolis, MN.

Product Operations

- Originated Product Management team
- Directed the interdepartmental product curation & development
- Created and lead Crystal Skunkworks product teams

Company-is-the-Product

- Develop and manage all burgeoning departments and new program initiatives throughout the enterprise
- Lead the development and implementation of discrete growth strategies and processes.
- Instituted & perpetuated Agile-collateral practices OST, OKR, Lean Start-up throughout the organization

Culture Eats Strategy for Breakfast

- Recruited a highly effective team of high demand Software Developers and Engineers, domestic & off-shore
- Expanded internal staff size from less than a dozen, to over 150
- Bridged cultural & functionality divides between domestic and off-shore development teams

Beyond Product

- Accountable for performance of all daily operations across the entire organization including Sales, HR, IT, Customer Service, Ecosystems, Procurement Recruitment, and Marketing.
- Provided CEO & CFO, accurate and complete reports on the operating conditions of the company including Staffing, Customer Service, and Software Platform Performance and User Metrics.
- Provide oversight and intervention of off-shore office (Dhaka Bangladesh)

Vice President & General Manager (2001 to 2010)**Seabay Logistics**, Minneapolis, MN

Seabay is a logistics enterprise that operates a collection of subsidiaries DBAs including Street Fleet, Green Fleet, Orbit, Dock Busters, and Associated Couriers.

Business Development

- Develop new services, public profile and operations to conform to market demands
- Analyze customer and market research & market conditions
- Manage prospective, new and critical customer relations

Business Operations

- Supervise daily dispatching, customer service & IT functions
- Assess risk management, safety, and regulatory compliance
- Establish and document company policy and procedures & cross-functional workflows

Human Resources

- Manage human resources, +200 person organization
- Monitor, approve and sign multiple payrolls
- Developed and implemented outsourcing plans for outsourcing certain office functions
- Documented company HR policy including employee manual and driver orientation manual

