

MATTHEW BECK

DIRECTOR PROGRAM MANAGEMENT / DELIVERY MANAGEMENT

PMP, CSM

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PROFESSIONAL PROFILE

Delivery leader with more than 18 years of experience gained in full-service marketing agencies and dynamic technology start-ups working with international teams and clients like Microsoft, Samsung, US Bank, The Gates Foundation, Lucid Motors, Cedars-Sinai, Twitter, Coca Cola, AT&T, T-Mobile, Con Edison, and more. Natural leader adept at building the right team to solve client problems and create order out of chaos. The go-to guy for managing complex initiatives for high-profile clients while building lasting business relationships.

- » **PMO Leadership:** Ownership of the quality and profitability of portfolios with >50 accounts, >100 concurrent projects totaling more than \$30M, and teams of over 20 PM professionals. Process definition for start-ups, refinement of processes for mid-sized firms, Agile training and transformation, merger-related process consolidation.
- » **Global Scale:** Extensive experience leading individual project budgets greater than \$5M touching international markets with unique cultural needs, as well as ongoing retainers and business transformation initiatives with project teams of 50-100 globally dispersed resources.
- » **Creative, Web, and Software:** Wide variety of project types, focused primarily on creative and product development: Custom-designed websites, user research & strategy, brand definition, media strategy & execution, CMS implementations, SaaS development, AI prototypes, back-end migrations, and more.
- » **Client Partnership:** Acting as the main point of contact, the implementation lead, or as an on-site representative, worked directly with companies from start-ups to Fortune 100 to understand their unique challenges and ways of working to build lasting relationships.
- » **Sales, Pitches, SOW Negotiation:** Deep experience in client Discovery and Sales including pitch development and presentation, tailoring of solutions to the unique needs of the client, and writing and negotiating SOWs prior to execution.

RELEVANT WORK EXPERIENCE

CAYLENT - REMOTE

PRINCIPAL PROJECT MANAGER

MARCH 2025 TO PRESENT

- Successful on-prem to AWS migration of the largest transit system in the US – initiation, discovery, environment builds and testing, witness testing, runbook creation and dry-runs, final go-live over 36-hour sequential plan - resulting in 30% faster load times and the ability of our client to hit contractual KPIs for the first time.
- Leader within the newly formed enterprise team in the PMO; generating templates, reporting standards, and governance models to adapt the company's quick-turn processes to longer-term, high-impact engagements.
- Lead generative AI, product development, and migration projects from \$500k to \$5M with teams ranging from five to 30 team members, partnering closely with clients to blend our processes with their governance needs.

HERO DIGITAL - REMOTE

DIRECTOR, PROGRAM MANAGEMENT

APRIL 2021 TO DEC 2024

- Led Delivery for a \$30 million portfolio in collaboration with account and discipline leads while managing a 23-member team of program and project management professionals.
- Primary Delivery Lead responsible for new business pitches and RFP responses, working with cross-functional team leads to develop estimates and cost proposals for more than 75 virtual and in-person presentations.
- Generated detailed financial reports and projections against established program metrics and margin targets.
- Created and refined tools and processes for use by day-to-day project managers to enhance efficiency and ensure compliance with standard practices using a combination of Salesforce, Kantata, Confluence, and G-Suite.

KEY ACHIEVEMENTS

- Responsible for the most strategic accounts with a reputation for level-headed leadership and inclusive problem-solving.

- Built strategic client relationships to facilitate transition from a staff augmentation model to roadmap execution program, delivering consistent revenue growth year-over-year – from \$400k T&M project to a 3-year, \$5M retainer.
- Implemented a standardized skills evaluation matrix for the PMO team to self-assess and use as a benchmark for performance reviews and role leveling, while providing the Resourcing team with a matching tool for new projects.

T-MOBILE - SEATTLE, WA

SENIOR PROGRAM MANAGER (CONTRACT)

AUGUST 2020 TO APRIL 2021

- Supervised internal communications of a 150-member group, resulting in swift promotion to improve and build processes at the department level to align groups with differing schedules and priorities into a single unified plan.
- Planned and executed quarterly communication schedules, developed communication strategies and tools, and enhanced internal reporting structures for key status and measurement information.

POSSIBLE (NOW VML) - SEATTLE, WA

PROGRAM MANAGER

2016 TO 2019

SENIOR PROJECT MANAGER

2011 TO 2014

- Guided marketing program activities of a \$5 million client portfolio, with primary focus on the Microsoft client account, including product launches, Testing & Optimization programs, CRM email campaigns, and vendor relationships.
- Orchestrated large-scale operations of paid-media asset creation and ad buys, video and photography studio shoots, front- and back-end website development and re-designs, and long-term data analysis and optimization plans.
- Led event planning and execution, custom art commissions, and responses to Requests for Proposals (RFPs).

KEY ACHIEVEMENTS

- Recognized as the go-to leader for tough clients, challenging implementations, and programs that require realignment to get back on track.
- Tapped to lead an onsite Agile transformation project to transition the client's team away from waterfall development to a continuous improvement model, while simultaneously leading a website redesign affecting 9 million active customers.
- Charted the development and launch of Microsoft Surface website, as well as UX and design of support section and coordination with outside vendors.

CHUTE CORPORATION - SAN FRANCISCO, CA

DIRECTOR OF CUSTOMER SUCCESS

NOVEMBER 2014 TO OCTOBER 2015

- Built the Customer Success Department from the ground-up of a Y-Combinator start-up consisting of three core teams: studio, support, and success management.
- Oversaw activities of a \$3 million portfolio, license renewals, customer satisfaction, and financial management.
- Implemented tools and reporting structures to track and improve the department's core success metrics.

EDUCATION & CERTIFICATIONS

BACHELOR OF ARTS (B.A.) IN COMMUNICATIONS, CONCENTRATION IN FILM THEORY; *University of Wisconsin, Madison*

CERTIFIED SCRUM MASTER; *Scrum Alliance, exp. 2026*

PROJECT MANAGEMENT PROFESSIONAL (PMP); *Project Management Institute*

SKILLS

Portfolio Management • Program Management • Agile & Scrum Methodologies • Client Relationship Management • Financial Forecasting • Pitch Presentation • Digital Campaign Management • Web Application Development • Analytics Reporting • Front-/Back-End Development • Digital Marketing Strategy • User Interface Design • Market/Audience Research • Social Media Management • Quality Assurance • JIRA • Confluence • Sharepoint • Trello • Kantata • Salesforce • Figma • Miro • Adobe Creative Suite • Drupal • BigCommerce • Shopify • Wordpress • Google Sheets • Google Docs • Powerpoint • Smartsheet • MS Project • MS Excel • CMS Implementation