





MATTHEW STUBLEFIELD

DIRECTOR, PRODUCT MANAGEMENT

CONTACT

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EDUCATION

MS in PROJECT MANAGEMENT
Missouri State University

BA in RELIGIOUS STUDIES
Missouri State University

PRESENTATIONS

- Atlassian University training delivered at Atlassian Summit 2015, 2016, 2017, 2018, 2019, and at AtlasCamp 2016 & 2017
- Computing@MissouriState | Administrative Professionals Forum | Missouri State University | 2013
- Slaying the Beast: Building Banner Documentation | MOKA BUG | 2011
- Branding Banner | MOKA BUG | 2011
- Building the Modern Help Desk | MOKA BUG | 2009
- Building a Unified Knowledge Management System with Confluence | HELIX | 2009
- Building a Unified Knowledge Management System with Confluence | MITC | 2008
- Publications for Public Relations | HELIX | 2008
- Microsoft Windows Vista and Microsoft Office 2007 | RCET | 2007

User-focused servant leader experienced in delivering value, improving product practice, and growing product teams with strong cross-functional leadership skills and technical expertise.

PROFESSIONAL EXPERIENCE

DIRECTOR, PRODUCT MANAGEMENT | Stride, Inc.

Current

Leader of Stride's "Career as a Platform" product overseeing a cross-functional team of 80 contributors composed of product owners, researchers, designers, engineers, and stakeholders. Internalized the vision, translated it into a strategy, developed themes and epics, and enabled teams to focus and deliver value more quickly with improved morale.

- Made key decisions for product, design, and engineering to deliver the first successful sprint since work began in October 2021.
- Coordinated an onsite session to train product owners, project managers, and the lead designer on how better to translate vision and mission into strategy, write user-centric epics and stories that could be measured, and better define measurements using both the HOSKR and HEART frameworks.
- Transitioned team to Aha! for planning with sprint work happening in an integrated Jira board, providing greater visibility to stakeholders and accelerating pace.
- Improved team's maturity and discipline by introducing UAT, release management, and incident management.
- Facilitated research and investigation of an acquired company and charted forward an integration path that advances CaaP's roadmap by 6 months.

HEAD OF EDUCATION, PRODUCTS | Adaptavist

December 2016 – March 2022

Led a team responsible for developing training, supporting training initiatives, creating excellent technical documentation, and building platforms to help people learn how to work better together.

- Developed deep understanding of business and customer needs through interviews, quantitative analytics analyses, gap and SWOT analyses, and user journey mapping.
- Collaborated with internal stakeholders to validate, refine, and promote strategy, understanding, and decisions using Wardley mapping, mockups, and dialogue sessions.
- Created an eLearning group to meet the needs of enterprise customers, which has been producing and improving training for 4 years with an 83% CSAT rating and a learning engagement rate approximately 5x the average for eLearning.
- Managed the creation of a new documentation platform and the migration of product documentation from 6 different web properties and 3 different documentation technologies to a single site and technology - making documentation one of the top 5 customer retention reasons at Adaptavist.
- Conducted customer interviews and demos, performed financial analysis, created mockups, and wrote the epics and stories for Learn for Jira, which was released for Jira Server and Data Center.
- Led the Library team building a platform to teach customers how to create solutions to unique problems - including developing strategy, writing epics and stories, working with the technical lead to design architecture, and serving as scrum master.
- Performed all aspects of recruitment and hiring - growing teams from 0-12. Directed the work of 22 people across 4 teams.

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CERTIFICATIONS

- Atlassian Authorized Training Instructor
- Atlassian Certified Confluence Admin
- Atlassian Certified Jira Administrator
- Atlassian Certified Jira Service Desk Admin
- Atlassian Jira Workflows Badge
- Atlassian Email in Jira Badge
- Atlassian Confluence Content Management Badge
- Atlassian Confluence for Documentation and Knowledge Bases Badge
- Microsoft Certified Technology Specialist
- Essentials of Performance Management and Evaluation for Supervisors | Human Resources at Missouri State University
- Employee Coaching and Counseling | Management Development Institute
- Supervision Boot Camp | Management Development Institute
- Train the Trainer Training | Ellucian Sungard
- Oracle 101: Introduction to Oracle | Ellucian Sungard
- Oracle 102: PL/SQL and Database Objects | Ellucian Sungard

EXPERIENCE continued

SENIOR CONSULTANT | Adaptavist

October 2014 – December 2016

Provided expert advice and recommendations to organizations related to implementing and improving the Atlassian Tools. Focused on solution consulting techniques and project management involving contract negotiation & signature, delivery of technical & consultative work, project management, invoicing, and project closeout.

- Consulted with a multinational auditing and accounting firm, partnering with PMO and owning the coordination of work across four different SAFe release trains, impacting 120,000 users worldwide, and leading to a successful implementation.
- Engaged with a multinational healthcare company to manage the upgrade of a Confluence instance with over 150,000 users and 500,000 pages. Performed discovery, developed schedule and approach, and worked closely with the customer's Atlassian TAM to ensure we provided the best support possible.
- Partnered with a healthtech startup to facilitate knowledge management through good Confluence information architecture, Jira workflow, business process development, and strategy development related to inter-departmental communications and collaboration. Supported go-live after 6 months resulting in a 95% customer satisfaction rating.
- Assisted in the development of the Atlassian Certification Program, writing much of the content for four certifications and one badge, as well as the study materials for a fifth certification.

LAB SUPPORT ADMINISTRATOR | Missouri State University

October 2010-September 2014

Supervised three computer lab facilities, as well as the Help Desk Call Center, and provided support for all academic lab spaces on campus with an expanded scope during my tenure resulting in numerous successful projects and awards recognizing our excellent work.

- Restructured completely flat unit into teams to facilitate training, supervision, and support, resulting in significant improvements in training retention by, an enormous reduction in turnover, and the award for Best On-Campus Service for three years.
- Expanded issue tracking and work management system to allow other departments to use it for their work, leading the team in providing project customizations such as tailor-fit workflows and notification schemas to help improve inter-department communication and collaboration.
- Wrote and edited proposals for new methods and technology, as well as technical documents detailing how processes must be performed, including cost analyses, RFPs, proof of concept, and final documentation and training.
- Server administration on both VMWare ESXi and Microsoft Hyper-V for both Linux and Windows servers providing a variety of services to the campus such as antivirus, fleet management, application distribution, and web applications.
- Tracked student worker personnel budget and handled purchasing and reporting of all materials and supplies for User Support

CENTRALIZED USER SUPPORT SPECIALIST | Missouri State University

January 2007-October 2010

Provided technical support and documentation, troubleshooting and assistance by phone and in-person, and consulting for new solutions to meet University Information Services goals. Provided technical support and documentation, troubleshooting and assistance by phone and in-person, and consulting for new solutions to meet University Information Services goals.