



# Matthew Stublefield

## Principal Consultant

I have been leading teams for 20 years engaged with supporting users, system administration, project and program management, product management, and strategy and culture development. My experience in difficult environments and situations has taught me patience, resiliency, and how to stay calm in the midst of chaos so I can guide my teams to success.

## Contact

### Email

matthew@fieldway.us

### LinkedIn

linkedin.com/in/mstublefield/

### Portfolio

mstublefield.com

### Business

fieldway.us

## Education

2015

### MSc in Project Management

Missouri State University

2011

### BA in Religious Studies

Missouri State University

## Certifications

- Atlassian Certified Jira Administrator
- Atlassian Certified Confluence Administrator
- Atlassian Certified Jira Service Desk Administrator
- Atlassian Certified Confluence Administrator
- 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
- Employee Coaching and Counseling
- Performance Management and Evaluation

## Experience

### October 2022 - Present

Fieldway | Springfield, MO

#### Founder and Principal Consultant

Culture and Strategy Consultant, Atlassian Expert, Product and Project Manager, and Agile Coach.

### March 2022 - October 2022

Stride, Inc. | Herndon, VA (Remote)

#### Director of Product Management

As the Director of Product Management for Stride's "Career as a Platform" product, I led a team of around 80 people including product owners, researchers, designers, engineers, and other contributors.

- Trained the product, design, and project management teams on defining measurable outcomes using the HOSKR and HEART frameworks. This led to cutting unnecessary features and providing better stories for the engineering team so they delivered value faster with less rework.
- Led ideation workshops using Miro, then worked with the product team to build a 6-month roadmap in Aha! that was integrated with Jira and Figma. Product and design worked in Aha! to create themes, epics, and stories, and these were synced to Jira where the engineers tracked their work.
- Provided agile coaching to other product teams at Stride and stepped in as scrum master for the CaaP engineering team. Increased sprint goal achievement from 50% to 100% leading to improved forecasting capability and team morale.
- Introduced and trained the team on UAT, release management, and incident management.
- We acquired a company that had a platform with features similar to CaaP and I met extensively with the CEO and VP to perform the feature and technical discovery on the acquisition. I also created the plan for its merger with CaaP.

### December 2016 - March 2022

Adaptavist | London, United Kingdom (Remote)

#### Head of Education

Built an e-learning training business line from scratch on both Atlassian software and Adaptavist's portfolio of 40 Atlassian apps.

#### Strategy Development

- Focused on where we want to be in three years and how we can get there successfully.
- Developed a deep understanding of both business and customer needs through interviews, quantitative analytics analysis, gap and SWOT analysis, and user journey mapping.
- Collaborated with internal stakeholders to validate, refine, and promote strategy understanding and decisions using Wardley mapping, mockups, and dialogue sessions.
- Based on my guidance, teams were able to reduce project and feature complexity while solving more critical and valuable problems. This increased both team member morale and customer satisfaction while helping teams deliver more value faster.

#### Program Management

- Created an e-learning group to meet the needs of Adaptavist's enterprise customers who wanted advanced Atlassian video training and customized Atlassian app training. Our e-learning had an 83% CSAT rating and a learning engagement rate approximately 5x the average for e-learning.
- Created a technical writing group to own and improve Adaptavist's app documentation. Managed the creation of a new documentation platform and the migration of product documentation from six different web properties and three different documentation technologies to a single site and technology. Customers once listed documentation as a primary factor when uninstalling our apps, and now it is in the top 5 reasons that customers prefer and retain Adaptavist apps.

## Presentations

- Atlassian University training | Atlassian Summits 2015, 2016, 2017, 2018, 2019, and at AtlasCamps 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

## Memberships

Board of Directors | City Utilities of Springfield, Missouri

Club Blue Ambassador | Boys & Girls Club of Springfield

## Personality

Meyers-Briggs: INTJ

Enneagram: Type 1/2

DISC: Blend of D, S, and C

## Interests

Gaming (Overwatch, Guild Wars 2, Valheim)

Reading (mostly fantasy fiction)

Playing with my kids (ages 4 and 2)

## Experience (continued)

### Product Management

- Conducted customer interviews and demos, performed financial analysis, created mockups, and wrote the epics and stories for Learn for Jira. This app was released for Jira Server and Data Center.
- I led the Adaptavist Library team building a platform to teach customers how to create solutions to unique problems. After developing the strategy, I wrote the epics and stories, worked with the tech lead to design its new architecture, and also served as scrum master.

### October 2014 - December 2016

Adaptavist | London, United Kingdom (Remote)

### Senior Consultant

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 Confluence; Jira workflow; business process development; and strategy development related to inter-departmental communications and collaboration. Product managed the development of custom scripts, automations, and integrations with third-party systems. Supported go-live for 6 months contributing to a 95% customer satisfaction rating.
- Assisted in the development of the Atlassian Certification Program through blueprint design and writing both questions/answers and study materials.

### October 2010 - September 2014

Missouri State University | Springfield, MO

### Lab Support Administrator

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

### January 2007 - October 2010

Missouri State University | Springfield, MO

### Centralized User Support Specialist

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

- User Support liaison for a new enterprise resource planning system that replaced all university information systems. Built Atlassian Jira and Confluence systems to support this effort, facilitated training for thousands of employees, and helped ensure a successful 30-month implementation.
- Developed new onboarding, training, and payroll management for part-time student workers leading to improved performance and retention.