**Matthew (Matt) J. Alderman**

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**Program Management — Portfolio Management –– Partner Relations**

Successful building & growing relationships, leading day-to-day operations, and ultimately driving global initiatives.

**Qualifications & Profile**

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| --- | --- | --- |
| Team Mentoring | Project Delivery | Product Marketing |
| SDLC Leadership | Agile Methodology | Process Improvements |
| Metrics & Analytics | Cross-Group Collaboration | External Communications |

Matt Alderman is an experienced manager with over 20 years of professional experience. Currently, Matt is a Program Manager for the Media Solutions Group within Expedia, Inc. where he acted as an interim Director and managed Test, Development, and Operations teams while working with Release Management, Product Managers, and other cross-functional teams globally (as well as managing relationships with vendor partners). Prior to his time at Expedia, Matt spent nearly 10 years at Microsoft working his way up from Test to Program Management. Among some of his accomplishments was the Microsoft Business Group Best Practice Winner for Program Management award (a company-wide recognition). He is a proven leader; possesses a “can-do” mentality to overcome barriers, and conforms to the variety of personalities in every professional relationship. With his extensive experience, natural ability to lead, in-depth understanding of software / hardware / online product lifecycle, and extreme detailed-oriented perspective, Matt would be a truly vital asset to any organization.

**Professional Experience**

**Expedia** – Bellevue, WA August 2007 – Present

Full-Time Employee

**Media Solutions Global Program Manager (Media Solutions)**

* Program Manager for Media Solutions (Online Advertising “Ads”), shipping over 40 successful projects and initiatives in the past three and a half years which contributed to over $175 million in revenue for the group.
* Responsible for the entire Engineering Team (Dev / Test / PM / Release Management) stepping into an interim Director-role in addition to maintaining program management responsibilities while overseeing Operations.
* Established cross-company relationships to benefit and help deliver on Media Solutions projects, and defined processes / escalation points.
* Put a new advertising platform in place (DoubleClick Enterprise “DE” 6.5) which serves all Ads across the global network of sites for Expedia.com, Hotels.com, and Hotwire.com.
* Owner of the project portfolio, and co-contributor to the product roadmap for fiscal year 2009 and 2010.
* Created a single point of collaboration for Sales, Product, Engineering, Analytics, and Operations to share information and give visibility into Media Solutions’ goals and project schedules for an org of 85+ people.

**Quilogy** – Seattle Office, Bellevue, WA December 2006 – May 2007

Full-Time Employee

**Account Executive / Business Development Manager**

* Developed and maintained close relations with multiple product groups throughout Microsoft to understand their business needs, goals, and objectives by matching them to the company’s capabilities. Once done, assembled project teams and resources to deliver on engagements.
* Directed marketing efforts by creating collateral on completed projects and highlighting Quilogy’s expertise.
* Formulated the foundation of the Seattle office sales cycle by incorporating MSSP (Microsoft Solution Selling Process) techniques and created a relationship matrix to identify specific groups and stakeholders.
* Authored several SOW’s (Statement of Work) capturing delivery requirements, project schedules, and budgets.

**Siemens Business Services** – Issaquah, WA May 2006 – November 2006

7-Month Contract

**Sr. Program Manager (Microsoft, Hardware Innovation Group)**

* Owned external IHV partner relationships (Seagate, Samsung, Hitachi, etc.) and utilized internal cross-group resources (Dev, Test, Business Development, and Marketing) surrounding Windows ReadyDrive and hybrid hard disk technology to drive development and adoption.
* Established a TAP (beta) program to manage the dissemination of tools, documentation, and information.
* Delivered a “document care kit” which involved collecting all existing materials, re-writing them, and authoring new technical papers specifically for the HDD vendors and OEMs regarding development for hybrid hard disks.
* Collaborated with the Windows Performance Team in regards to PC Accelerators (SuperFetch, ReadyBoost, and ReadyDrive) to create documentation and charts highlighting the advantages of the technologies and the positive effects on the overall user experience with Windows Vista.
* Co-authored the official white paper on Windows Ready Drive and Hybrid-Hard Disk Drive technology.
* Performed demos and answered industry / press questions at WinHEC 2006 on H-HDDs.

**Minecode LLC** – Redmond, WA October 2005 – April 2006

7-Month Contract

**Sr. Program Manager (Microsoft, Windows Device Experience Group)**

* Was designated as the Microsoft IHV point of contact / PM for the joint program, “Amplify”, between Microsoft and Intel to evangelize 64-bit hardware driver development. Due to the success of the program, I was able to secure $4 million dollars in additional funding.
* Performed research on PC device universe as well as internal roadmaps for Windows Vista to identify market share and market coverage for devices. In-turn, formulated engagement plans and educational marketing opportunities for the development community.
* Liaised between the internal device teams, WDEG, and key companies in the industry to communicate technological changes and development issues.
* Developed a tracking system for IHV’s surrounding 64-bit driver development and WDK (Windows Driver Kit) usage to ensure device coverage of the server market.
* Created a weekly 64-bit adoption scorecard which was sent to both senior and executive management.
* Co-managed agencies and virtual teams to successfully execute marketing and evangelism initiatives.
* Executed a developer workshop held in Tokyo, Japan, which had over 200 from 90 different companies targeted at Vista / 64-bit driver development.
* Appointed PM for getting initial content and messaging created on PIC (Publisher Identity Certification) for the development community regarding kernel-mode signing on Vista 64-bit to combat malware.
* Researched and profiled / tiered companies for the DJW (Devices Just Work) initiative based upon device categories, install base, PnP I.D.’s, and existing / future driver coverage for Windows Vista.

**Microsoft** – Redmond, WA April 1997 - October 2005

Full-Time Employee

**Program Manager (Microsoft Game Studios)**

* Developed the MGS Beta (TAP) Program from the ground-up and turned it into a $1 million+ a year resource (in donated testing hours).
* Setup and delivered over 50 different beta programs for both the PC and Xbox in eight years.
* Was the hub of activity during beta programs with internal functional groups (PM, Test, Dev, Marketing, Usability, etc.), external developers, IHV’s, OEM’s, and beta testers. This resulted in increased communication on all levels, quick resolution of issues, and ultimately improved overall quality of our titles.
* Created several gaming communities and have worked with marketing to leverage them for promotional purposes. (Essentially, making advocates and beginning the “buzz” in the consumer space.)
* Developed many common practices during the beta cycle currently used by other groups throughout Microsoft.
* Designed numerous CD’s, internal / external WebPages, and edited some layout designs for printed work.
* Incorporated usability methodologies into the beta process as well as instrumentation.
* Established a mandatory game-quality program (Essentials) for all the game studios which tackle common problems in an effort to raise quality, and cut development costs across titles.
* Performed extensive research on postmortems to locate the hidden dangers / problem areas during the project life cycle, and delivered a report of the greatest (negative) impacts on resources / schedules / finances in order to avoid them for future projects.
* Wrote business proposals and specifications for websites, programs, and software project tools for other Program Managers to present and secure resources.
* Performed presentations and demoed titles for the 2001 and 2002 E3 shows, as well as 2002 CES.
* Awarded: Microsoft 2002 Business Group Best Practice Winner – Program Management.

**Test Coordinator (Microsoft Game Studios)**

* Managed a floating test team which included scheduling, focused testing, and the training of eight in Microsoft testing methodologies. Six of them went on to become full-time Microsoft employees, and the team eventually grew to over 40 due to the success of the program.

**Software Test Engineer (Microsoft Game Studios)**

* Developed / ran test cases against three titles (CART Racing, Flight Sim 7, and Age of Empires) resulting in over 100 issues fixed prior to release.
* Obtained expertise in the use of RAID / Product Studio as well as Bug management policies and practices.

**Nintendo of America** – Redmond, WA January 1990 – April 1997

Full-Time Employee

**Game Tester**

* Ran test routines against various products on various platforms (GameBoy, VirtualBoy, SNES, and N64).

**Team Nintendo (PR)**

* Was selected to perform product demonstrations, media interviews, and VIP tours.

**GPC Info Group Tech Writer**

* Wrote 73 FAQ’s / Quickplays / Walkthroughs across multiple genres. The information was used by the call center, correspondence department, and Nintendo Power magazine to assist consumers and showcase titles.

**Game Counselor**

* Took nearly 500,000 calls troubleshooting consumer problems, as well as take account of their feedback on the various product lines.

**Game Evaluator**

* Performed evaluations on game prototypes to determine how many marketing dollars should be put toward a given title (Nintendo-developed) and / or consider it for publishing for 1st party (externally-developed).

**Education / Courses / Certificates**

* **B.S., Business Management, University of Phoenix** (Graduated June 2002)
* Japanese Language Course, Everett Community College (Completed 1995)
* Advanced Agile: Beyond Basic Scrum (Completed February 2011)

**Computer Knowledge & Other**

* PC Hardware
* Windows OS (Windows 7, Vista, XP, 2000, 98SE, 95, 3.1)
* Microsoft Office (Word, Excel, Outlook, PowerPoint, FrontPage, Project, Visio, Publisher, and SharePoint)
* Adobe PhotoShop, Illustrator, ImageReady, and Acrobat
* **LinkedIn:** <http://www.linkedin.com/in/mattalderman>
  + 15 recommendations from current / past managers, co-workers, and direct reports.