

# Matthew Herrick, MBA, CSPO

Oakland, CA | (510) 866-7090 | [matthewsherrick@gmail.com](mailto:matthewsherrick@gmail.com)  
[Linkedin.com/in/mattschylerrherrick](https://www.linkedin.com/in/mattschylerrherrick) | <https://www.mattschylerrherrick.com>

**Professional Summary:** Principal Product Manager with a decade of expertise in spearheading product strategy, development, and market launch across diverse sectors, including gaming, entertainment, and healthcare. Excels in synthesizing market data and user feedback to drive product innovations that resonate with target audiences. Proven track record in enhancing product visibility and user engagement through strategic marketing and meticulous go-to-market strategies. Skilled in leading agile teams to deliver products that consistently exceed business objectives and elevate customer experiences.

**Area of Expertise:** Product Lifecycle Management | Market Analysis & Strategy | User Experience Optimization  
Agile & Scrum Leadership | Revenue Growth & User Acquisition | Go-To-Market Execution | Cross-Functional Team Leadership | Data-Driven Decision Making | Strategic Partnership Development | Innovative Feature Development

## TECHNICAL SKILLS

---

Jira | Productboard | Google Analytics | Adobe Analytics | Amplitude | Tableau | Microsoft Office | Google Productivity Suite | Notion | Figma

## PROFESSIONAL EXPERIENCE

---

### Group Product Manager – WeightWatchers, Hybrid | May 2024 – Present

- Leading product discovery for top of the funnel growth and monetization initiatives across the company, resulting in rapid experimentation that is driving 44-52 basis point increases to conversion and LTV.
- Developed and am currently executing a 12-month mobile product strategy that will introduce comprehensive upsell moments throughout the user journey powered by AI that is estimated to bring in \$10M a year.
- Managing a direct report that has increased her scope and influence under my leadership to help the company increase SEO performance by 36-45 basis points.

### Product Consultant – Self-Employed, Remote | Aug 2023 – Present

- Built a professional website with Wix to strengthen the market presence of the business. ([mattschylerrherrick.com](https://mattschylerrherrick.com))
- Customized sales outreach messages using LinkedIn connections to increase business opportunities.
- Provided strategic consulting to startup leaders in gaming, entertainment technology, healthcare and automotive sectors resulting in the creation of new million dollar revenue streams.

### Principal Product Manager – Fandom, Remote | Sep 2021 – Jul 2023

- Directed a team of product managers in implementing strategic enhancements across SEO, search and discovery, and loyalty programs, leading to a 23-41 basis point increase in Monthly Active Visitors, Pageviews per User, and Average Time on Site.
- Launched over 20 major features on the Community Platform, significantly boosting user engagement and retention on both desktop and mobile interfaces.
- Initiated and managed three pioneering Generative AI projects, which contributed to a 10% rise in Monthly Active Visitors, setting new benchmarks for content interaction and user satisfaction.
- Developed and executed a comprehensive 12-month product strategy and roadmap, incorporating Objectives and Key Results (OKRs), which facilitated the establishment of a new Mobile Engineering team in Poland.
- Enhanced cross-functional team efficiency by 25% through strategic process improvements, fostering a culture of innovation and continuous improvement.

### Lead Product Manager – Electronic Arts (Pogo), Redwood City, CA | Oct 2018 – Aug 2021

- Spearheaded the strategic transition of Pogo's user base to the new Pogo 2.0 platform, integrating over 30 new features and launching more than 10 exclusive games, which collectively uplifted user engagement metrics.
- Implemented a comprehensive subscription model enhancement strategy that led to a 42 basis point increase in conversion rates, leveraging targeted in-game upselling and streamlined subscription processes.
- Developed a customized promotions tool that achieved a 36 basis point rise in sales conversion and a 45 basis point increase in event participation, by enabling tailored player experiences and interactions.
- Led a significant SEO strategy overhaul that increased non-branded search impressions by 21 basis points through

optimized site mapping, strategic redirects, and enhanced keyword strategies.

- Coordinated with multiple project teams to ensure seamless project delivery, maintaining meticulous detail within the Jira platform and enhancing operational workflow across the board.

**Product Manager – PlayStation**, San Francisco, CA | Feb 2016 – Sep 2018

- Orchestrated the development and deployment of over 50 features for the PlayStation 4 Store, contributing to an increase in annual revenue from \$6B to \$10B.
- Championed content discovery and search functionalities for the PlayStation 5 Store, driving strategic alignment among senior leadership and ensuring the platform met evolving user demands.
- Conducted comprehensive global eCommerce surveys and in-person usability tests to gather user insights, directly informing the strategic direction of feature releases for both PS4 and PS5 Stores.
- Implemented enhancements that optimized user interaction metrics, including average time per session and conversion rates, bolstering the PlayStation Store's performance and user satisfaction.

**Product Manager – Glu Mobile**, San Francisco, CA | Nov 2014 – Feb 2016

- Led cross-functional teams in Moscow and Hyderabad to enhance monetization strategies, increasing conversion rates, average revenue per user (ARPU), and retention by 25-52 basis points across major mobile titles.
- Oversaw the integration of core monetization features and live operations, managing up to four events per week for Contract Killer: Sniper and Terminator Genisys: Revolution on iOS/Android platforms.
- Delivered detailed weekly performance reports to executive leadership, highlighting game health metrics and operational achievements, fostering data-driven decision-making.
- Initiated and managed the development of a Clan Battles feature, significantly enhancing player engagement and revenue generation for mobile gaming titles.

---

## EDUCATION & CERTIFICATIONS

---

**MBA** – University of San Francisco

**B.A.** in Communication – University of Southern California

CSPO – Scrum Alliance, License 000261303

CSM – Scrum Alliance, License 000261303

Certified SP – Scaled Agile, Inc.