MATTHEW MADDERRA

Fort Worth, TX • https://mattmadderra.com

TRUSTED DIGITAL PRODUCT LEADER

Director • Digital Product Management • Translation & Localization • Vendor Management
Strategic Direction • Customer Experiences • Agile Process Methodologies • Project Prioritization
Headed Global eCommerce • Directed Cross-Functional Teams • Enhanced Customer Experiences

WORK EXPERIENCE

Mouser Electronics, Mansfield, TX   **Mar 2010 - present**
Director, Web Solutions   **Jan 2020 - present**

- Grew localized sites from 40 to 60+, enhancing regional market reach and client engagement.
- Transformed traditional waterfall business analysis processes into agile product ownership and management methodology, increasing development efficiency, adaptability, and time to market.
- Optimized a $1.5M+ translation budget to support global ecommerce operations, enabling content localization across 20+ languages and ensuring consistent brand experience worldwide.
- Led a 20+ member cross-functional team across 4 offices in 3 countries, fostering collaboration, aligning strategic priorities, and driving high-performance results in a global environment.
- Shaped solution strategies and defined requirements by analyzing customer needs, market trends, and business objectives, driving the development of scalable and ecommerce initiatives.
- Sourced and collaborated with web vendors to enhance and optimize Mouser's global web customer experience, ensuring solutions aligned with strategic business objectives.
- Partnered with senior management and leaders to define project goals, solve business challenges, and ensure deliverables met organizational needs and customer expectations.
- Trained, mentored, and guided team members, fostering professional growth and enabling successful project delivery that improved customer experience across international markets.
- Championed the software development life cycle and implemented iterative, agile methodology, enabling continuous delivery of customer value and faster time-to-market.

Manager, Web Solutions   **May 2018 - Dec 2019**

- Delivered customer experience and solutions management initiatives for Mouser's Internet Business department, ensuring technology and business projects delivered measurable value.
- Headed a team of business analysts and specialists executing multiple business and technology projects across functional groups and departments, driving alignment and successful outcomes.
- Operated within the software development lifecycle to support Business Analysis, Product Ownership, and Product Management functions, enabling iterative delivery of solutions.
- Sourced and collaborated with external vendors to enhance and optimize Mouser's global web customer experience, ensuring solutions met business needs and customer expectations.
- Coordinated with internal and external teams, providing training, mentorship, and guidance to ensure timely and successful project delivery while improving team performance.

Manager, Web Business Analysis   **Oct 2014 - May 2018**

- Directed a team of Business Analysts executing business and technology projects across functional groups, supporting internal web applications and an external e-commerce website.
- Planned, coordinated, and collaborated with internal teams and external departments to ensure seamless project flow through the software development lifecycle, improving efficiency.

- Oversaw team capacity, prioritized projects, and ensured adherence to established policies and procedures, optimizing resource allocation and project outcomes for successful initiatives.
- Partnered closely with management peers to align team performance with organizational expectations, standardizing analyst roles and responsibilities across the company.
- Mentored, trained, and guided team members to drive successful project execution, enhance professional development, and foster a high-performance culture.

Senior Business Analyst   **Dec 2012 - Oct 2014**
- Developed functional specifications and supporting documentation to define requirements.
- Reviewed and refined requirements, specifications, business processes, and recommendations to ensure proposed solutions met comprehensive business objectives and quality standards.
- Steered project coordination with external partners providing services such as online video and rich media delivery, internet analytics, web metrics, and domain portfolio management.
- Analyzed project stakeholders' challenges, company operations, and industry trends to identify opportunities and inform solution strategies.

Business Analyst   **Oct 2010 - Dec 2012**
- Collaborated with business partners, managers & developers to align requirements.
- Created graphical mockups as visual aids for managers, developers, and stakeholders.
- Participated in routine project communications to implement requirements across teams.
- Produced web content and assets for Mouser.com, boosting its online presence.
- Developed business requirements and established rules from stakeholder input.

Prior Experience: Mouser Electronics, Inc., Web Content Designer; Zale Corporation, Business Analyst

EDUCATION

Texas A&M University, College Station, TX
Graduate Certificate; Leadership Education, Theory, and Practice

Texas Christian University, Fort Worth, TX
Bachelor of Science; Computer Information Technology

TECHNOLOGIES, AFFILIATIONS, & SKILLS

Technologies: Adobe Creative Cloud Suite • Basic HTML/CSS/JavaScript • Brightcove Video Cloud • Google Analytics Premium • LivePerson Live Engage (Chat) • Microsoft Office Suite/365 Microsoft SQL Server • Microsoft Azure DevOps • Oracle Eloqua Marketing • Qualtrics CX Platform MarkMonitor Domain Management • Scaled Agile Framework (SAFe) • Google Cloud • AirTable
Affiliations: Association of Computing Machinery • Boy Scouts of America: National Eagle Scout Association, Order of the Arrow • BSA Alumni Association (National Committee) • IEEE • TCU: Alumni Association, Clark Society (BoD), Frog Club • International Institute of Business Analysis
Skills: Management • Leadership • Global Ecommerce • Business Analysis • Training & Dvpmt. Software Development Life Cycle • Product Management • Vendor Management • Voice of the Customer • Web Marketing • Web Design • Desktop & Mobile Applications • Strategic Direction