

---

# Matthew Conners

---

## Principal Program Manager

**Quantitative:** Applied statistician. Well-versed in machine learning methods and tools.

**Effective communicator:** Executive presence. Passion for simplifying the complex with customers. Consistent feedback on [effectiveness of explaining AI and ML](#). High presentation scores.

**Analytics for Business Impact:** proven record of delivering decision-enabling analytics using ML and BI methods with broad cross-company adoption and demonstrable business impact.

**Broad functional experience:** Program management, AI, BI and financial modeling solutions in sales and marketing, market and competitive intelligence, forecasting, and marketing campaigns to enterprise and SMB segments.

**Able to get things done in a matrixed organization:** I can successfully drive change through strong collaboration across groups, effective communication, and a consultative approach.

## PROFESSIONAL EXPERIENCE

2/20 – current	<b>Principal Technical Program Manager, Cloud Supply Chain Management</b> First data sciences hire in the cloud supply chain organization that is responsible for the planning and delivery of the physical infrastructure for Oracle Cloud. Built hierarchical demand forecasting model for compute cores and data center racks. Built model to for rack inventory quantity to hold in newly created warehouse. Designed and delivered 3-part advanced analytics training program to organization of 30 business program managers and business analysts.	<b>Oracle Cloud</b>
10/18 – 1/20	<b>Director, Data Sciences Business Insights</b> Applied data sciences techniques to resource allocation problems in WW Commercial Business Envisioned, proposed and developed ML-based scoring system to improve prioritization of customer engagements. Model had 72% accuracy compared to 55% accuracy of prior method Proved statistical relationship between consumption engagement estimated ACR and actual ACR using Time Series Correlation technique. Conducted brown bag training “Demystifying Machine Learning” to upskill analyst community.	<b>Microsoft</b>
4/15 – 10/18	<b>Principal Program Manager, AI Platform (Azure ML and Cognitive Services)</b> Led cross-company change management project to develop and productionize machine learning forecasting. Project delivered 44% forecast accuracy improvement, 97% productivity improvement, and 95% cycle time reduction Developed product commercialization strategy based on market analysis, competitive analysis and customer feedback, and socialized it with partner, PM, engineering and marketing teams Managed the successful completion of 5 forecasting projects with customers and partners Developed and delivered 3-part data sciences training designed for business analysts Led customer business development activities (EBCs, customer briefings, and customer workshops) Mentor to 6 business analysts on careers in data sciences	<b>Microsoft</b>
7/10 – 3/15	<b>Senior Manager, Competitive Intelligence and Market Share Analytics</b> End-to-end ownership of SMSG Share Dashboard, one of the COO’s three Operating Mechanisms. WW and subsidiary performance management tool used by SMSG executive leadership to track market share and competitive insights. Reviewed by Board of Directors quarterly. Adopted by 7000 users. Developed and deployed portfolio of field analytic tools to more effectively manage market share outcomes. Rolled out predictive analytics solution adopted by all 13 areas that forecasts market share results and recommends actions to take. Led to \$71 mil incremental revenue. Drove business process change across BGs, SMSG and Finance to ensure field revenue budget setting process resulted in positive market share outcomes. Developed Share Tracker analytics tool for A13 management to monitor YTD market share trajectory, diagnose root causes, and take corrective action by segment/workload. Adopted by A13 areas; 2500 users.	<b>Microsoft</b>
7/07 – 6/10	<b>Manager, Market Forecasting and Analysis, SMS&amp;P</b> Developed and delivered analytics BI tool for internal use that provides the 5 year software market forecast for 112 countries, 5 customer segments, 20 software market categories, and 21 industry segments. Landed analytics BI tool throughout Microsoft in field, BGs, and finance with over 2500 unique users. Improved data quality by reducing market data errors from 12% to less than 1%. Developed, tested and deployed BI infrastructure to support company-wide use (2500 users/70K reports) Improved the forecast frequency and accuracy by developing a predictive econometric model. Program managed vendor team, and \$2 mil annual budget, reducing costs by 15% while increasing coverage by 40%.	<b>Microsoft</b>

---

---

## Matthew Conners

---

1/04 – 6/07	<b>Industry Marketing Manager, SMB Financial Services</b> Defined and executed industry strategy to increase platform sales through worldwide channel of ISVs, VARs, and systems integrators. Developed industry prioritization model to identify growth opportunities within the \$15 billion SMB financial services packaged software market. Created field programs to drive sales activity through the partner channel and trade associations. Executed tactical marketing campaigns that generated \$29 million pipeline and \$4.1 million in sales.	<b>Microsoft</b>
10/00 – 12/03	<b>Industry Marketing Manager, US Enterprise Financial Services</b> Part of the team who grew the US Enterprise Financial Business to a \$400 million division. Worked with customers and development team to define the requirements and launch Microsoft's first financial services software application, BizTalk Server for SWIFT. Designed and executed GTM campaigns to drive pipeline in financial services industry. Integrated vertical messaging and solutions into GTM product marketing campaigns. Implemented balanced scorecard for capturing benefits of industry marketing Broadened awareness through analyst relations, PR, thought leadership, trade shows, and advertising.	<b>Microsoft</b>
7/95 – 10/00	<b>Senior Capital Markets Industry Manager</b> Researched and measured securities industry market opportunity, designed and executed business plan to increase solutions sales, including product positioning, public relations, and marketing programs. Represented Microsoft to the securities industry, presenting Microsoft's strategy at industry conferences. Developed and maintained relationships with leading enterprise partners in securities industry. Assisted sales executives with executive briefings and sales calls. Executed joint venture with Merrill Lynch and Thomson Financial. Recommended and launched industry-wide initiative to address interoperability issues. Improved relations in difficult executive customer situations.	<b>Microsoft</b>
8/94 - 7/95	<b>Applications Consultant</b> Designed and delivered rapid applications deployment toolkit for consultation engagements. Applications Consultant for Oracle Commissions. Consulted to development team to define customer requirements for Commissions application.	<b>Oracle Corporation</b>
2/89 - 5/92	<b>Marketing Officer, Institutional Sales and PC Banking</b> Drove sales and marketing of securities investment products and PC banking software to institutional investors in Europe and North America. Negotiated, closed sales, and managed relations with financial institutions in Europe and North America. Defined product requirements and drove business justification for enhancements. Represented Bayerische Vereinsbank AG in public relations and industry conferences.	<b>Vereinsbank, Munich, Germany</b>
6/86 – 8/86 6/87 - 8/87	<b>Clerk, Options Market Maker</b> Managed market maker positions (daily average 200 trades), created P&L reports, and reconciled out trades for Market Maker trading OEX conversion and reversal, butterfly and credit/debit spread strategies.	<b>San Gregorio Partners, Chciaco, IL</b>

### **EDUCATION**

Masters, Applied Statistics	<b>Penn State University, 8/14</b> Masters Graduate Certificate Applied Statistics, GPA 3.95 Coursework: Probability, hypothesis testing, DOE, ANOVA/ANCOVA, regression, time-series, logistic regression, k-means clustering, decision trees, principal component analysis, factor analysis, cluster analysis, and support vector machines.
Data Sciences Certificate	<b>University of Washington, 9/13</b> Certificate in Data Sciences. Coursework: statistics, data mining, and software tools (R, Matlab and SQL).
MBA	<b>American Graduate School of International Management, Thunderbird, 6/94</b> MBA in International Management Citibank Scholar, GPA 3.9 Teaching Assistant: Graduate Finance courses
BA	<b>University of California Berkeley 12/87</b> B.A. Political Economy, minor: German

---

## Software

R, Python, Azure Machine Learning, SQL Server, Oracle, Cosmos, Kusto, SAS, Minitab, Tableau, Advanced Excel, Confluence, Jira.

## Feedback Received

- "More than anyone else I've worked with, Matt has an ability to explain in a non-technical fashion about how ML works. He is the most effective ML presenter I've seen when it comes to working with non-technical customer teams . . ."
- "Matt has phenomenal executive presence"
- "Matt does a great job of synthesizing the complex concepts and relaying the results in a way that resonates with the end user."
- "Matt did a remarkable job bringing non-technical people up to speed on the basics of ML and what we were trying to do."
- "Matt demonstrated that he can take initiative and own a program, defining and driving the roadmap and execution. He has strong customer focus..."
- "In world of confusion and misperceptions about what AI and ML can and cannot do, he has created clarity and generated a lot of energy in this space, such that there is significantly more awareness and belief in ML now versus a year ago."
- "Matt has demonstrated customer obsession in terms of how he has treated Finance as internal customer and how he has worked tirelessly to tell the Azure ML story to external customers. "
- "Matt has been instrumental in evangelizing AML across the finance organization"
- "Matt has made a difference and brought a diverse and inclusive approach to scoping and delivering the forecast module for finance AND in engaging with finance in onboarding the forecasts to production"