

# Matthew Denzin PMP

Product Manager · Technical Project Manager · Operations Leader

Dallas–Fort Worth Metroplex · (972) 489-6324 · mattdenzin@yahoo.com · linkedin.com/in/matt-denzin-pmp · matthewdenzin.ai

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## SUMMARY

Product-focused Operations Manager and PMP-certified leader with 15+ years delivering enterprise web platforms, OEM digital programs, and cross-functional technology initiatives. Deep experience in Agile product delivery, sprint planning, backlog refinement, product roadmapping, UAT/QA oversight, and release management. Proven ability to lead engineering, product, design, and operations teams across complex, multi-brand automotive ecosystems. Known for transparent communication, measurable outcomes, and a “get it done” leadership style.

## CORE COMPETENCIES

**AI & Product Innovation:** AI Product Strategy · LLM Application Design · Retrieval-Augmented Generation (RAG) · Prompt Engineering · Vector Search & Embeddings · AI-Assisted Development · Rapid Prototyping & Shipping

**Product Management:** Roadmapping · Backlog Prioritization · Sprint Planning · User Stories · Acceptance Criteria

**Project / Program Leadership:** Scope / Schedule / Budget Control · RAID Management · PMO Governance · Work Breakdown Structures

**Technical Delivery:** Website Platforms · Digital Retailing · Workflow Automation · API / Integrations

**Operations:** KPI Development · Forecasting · Process Optimization · Cross-Functional Alignment

**Methodologies:** Agile · Scrum · Kanban · Waterfall · Hybrid

**Tools & Platforms:** Salesforce Lightning · Smartsheet · Jira · Confluence · Azure DevOps · Power BI · Power Platform · HTML / CSS / JS · Next.js · Vercel AI SDK · Supabase / pgvector · Google Gemini

## EXPERIENCE

### Cox Automotive Inc.

Dallas–Fort Worth Metroplex · One of the world's largest automotive technology and services companies, home to Autotrader, Kelley Blue Book, Dealer.com, and HomeNet.

#### Product Operations Manager – Managed Services

May 2021 – April 2026

- › As Product Manager for WOMS — a custom-built CRM serving 200 fulfillment users — drove a 25% increase in monthly Managed Services client deliverable output (SEO, website creative, copywriting, and landing pages) across the digital marketing organization.
- › Owned the full WOMS product lifecycle — vision, roadmap, discovery, requirements, release, and adoption — across multiple business units.
- › Stood up the KPI framework (cycle time, rework volume, throughput) that drove roadmap prioritization and the measured gains in deliverable output.
- › Automated fulfillment workflows with the Power Platform (model-driven apps, Dataverse, Power Automate) and Salesforce Lightning, cutting manual effort and lifting throughput.
- › Led customer discovery through user interviews, workflow analysis, and cross-business-unit sessions to validate assumptions and prioritize high-impact product opportunities.

#### Sr. Technical Project Manager – OEM

Mar 2017 – May 2021

- › Created repeatable “fast-track” processes that compressed delivery timelines across 8 OEM brands, consistently landing programs ahead of schedule and under budget while controlling scope and risk.
- › Owned scope, schedule, and budget across 8 global OEM brands — Audi, Ford, Lincoln, Genesis, Hyundai, Toyota, Lexus, and Honda — building WBS, baselines, and risk strategies that kept projects under budget.
- › Managed the full project lifecycle for platform upgrades, rebranding, product add-ons, and workflow automation.
- › Forecasted implementation output, team capacity, and KPI performance to support portfolio-level planning.
- › Delivered consistent stakeholder communication through work performance reports, stand-ups, portfolio reviews, and automated reporting.

## Dealertrack / Dealer.com

Dallas–Fort Worth Metroplex · Leading provider of dealership websites, digital marketing, and DMS software (now part of Cox Automotive).

### Sr. Production Project Manager

Nov 2014 – Feb 2017

- › Led a team of Implementation Project Managers to reliable, on-time delivery of Ford Motor Company websites at production scale.
- › Managed production workflow, delegated builds, and ensured on-time delivery of high-quality sites.
- › Forecasted output, set monthly team goals, and tracked KPIs for leadership reporting.
- › Resolved escalations, removed bottlenecks, improved processes, and facilitated daily Scrum and cross-team communication.

### Sr. Branding Specialist

May 2012 – Nov 2014

- › Directed creative and technical onboarding for new dealership clients, from branding strategy through hands-on implementation.
- › Implemented assets hands-on using HTML, CSS, and JavaScript; performed QA, proofreading, and content validation.
- › Advised clients on SEO/SEM opportunities and ensured compliance with Ford/Lincoln brand standards.
- › Managed revisions, asset collection, deadlines, and cross-department coordination.

## ClickMotive

Dallas–Fort Worth Metroplex · Automotive digital marketing and website platform provider serving OEM dealer programs.

### Digital Advisor / Account Executive

May 2010 – May 2012

- › Sustained release and support operations across 250+ Toyota dealership websites under the Enterprise Toyota GSM Program.
- › Led daily escalation and training calls with GSM support teams; conducted monthly performance reviews with MAG/VIP dealers.
- › Coordinated platform releases, bug prioritization, and escalations with Dev/Engineering.
- › Trained and onboarded new hires on platform functionality and support processes.

## SELECTED PROJECT

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### AI-First Portfolio Platform — [matthewdenzin.ai](https://matthewdenzin.ai)

2026 · Self-directed

Product & build · AI-assisted development

- › Retrieval-augmented (RAG) career chat that answers questions grounded in the résumé, with source citations.
- › LLM-powered job-description fit analyzer returning a structured fit score, mapped strengths, and honest gaps.
- › Custom product-analytics pipeline — sessions, click heatmaps, bounce rate, and a per-visitor journey dashboard.

**Stack:** Next.js · TypeScript · Google Gemini · Vercel AI SDK · Supabase · pgvector · Tailwind CSS

## EDUCATION & CERTIFICATION

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### B.A., Advertising (Minor: Marketing)

University of North Texas — Mayborn School of Journalism ·  
2004–2008

### Project Management Professional (PMP)®

Project Management Institute · Issued Mar 2018 · ID 4220554