

Matthew Mayer

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SUMMARY

Product manager with 9+ years building enterprise and platform products across SaaS, XR, and gaming. Track record of shipping data-driven products (AI/ML, analytics, marketplaces) that move adoption and revenue metrics. Experienced leading cross-functional teams and reporting directly to C-suite leadership. Lived in Tokyo, Japan in 2024, developing a strong foundation for cross-cultural collaboration in the local market. Returning via spouse visa and seeking a long-term position. English: Native speaker. Japanese: Conversational (N3).

PROFESSIONAL EXPERIENCE

ArborXR, Remote (Vancouver and Tokyo) - Jan 2023 – Present

Product Manager → Senior Product Manager → Staff Product Manager, Program Intelligence & Developer Ecosystem

- Built ArborXR Insights from 0 to 1 - an analytics product turning in-headset behavioral data into actionable insights - grew to 73 developer companies sending data and 232 customer orgs, exceeding adoption KPIs and generating new ARR from Fortune 500 clients to increase ACV. Architecting MCP and agentic AI integrations to simplify data analysis for users, and adding a new revenue stream.
- Leading Insights go-to-market planning and execution across Sales, Partnerships, RevOps, and Marketing, positioning the product for commercial scale
- Owning strategy and roadmap for the developer ecosystem (XR Directory, Demo Apps, Meta Education Bundle), driving 22% higher trial conversion and 70%+ Demo App usage among trials
- Lead 7+ engineers across SDKs, device infrastructure, and web app plus 2 contractor teams and 1 PM report to ship secure, compliant features for Fortune 500 customers (Walmart, UPS, Pfizer)
- Introduced product processes (feedback intake, analytics, roadmap/sprint organization) that improved prioritization and alignment as the team scaled from early-stage to enterprise-ready

Z League, Remote - Jan 2022 – Dec 2022

Founding Product Manager

- First PM hire at an A16Z-backed esports startup; built product and discovery processes from 0 to 1, mentored 2 junior PMs, and led 2 product teams
- Launched League of Legends and Halo competitive experiences on web and mobile, from ideation to post-launch optimization; became the company's fastest-growing and highest-retaining games through continuous iteration on engagement loops • Led Stats Infrastructure team, using game APIs and AI-driven grouping to improve matchmaking and reduce scoring latency from 30 minutes to 4–8 minutes, improving player retention

Unbounce, Vancouver - Oct 2020 – Dec 2021

Product Manager

- Took ownership of Smart Builder, the company's AI/ML-driven flagship product post-\$52M raise, coordinating a 60+ stakeholder group and 12-engineer team after the senior PM departed
- Shifted the team from shipping every 2 months to weekly value delivery and experimentation, increasing agility and learning velocity
- Exceeded launch targets: early Smart Builder iterations increased overall first subscription rate from 47.26% to 55.7%, directly impacting revenue

Battlefy, Vancouver - May 2017 – Oct 2020

Associate Product Manager → Product Manager

- Led the Platform Team for an esports tournament marketplace serving 1M+ MAU players and 100K+ MAU organizers • Increased "player love" from 62% to 80% and raised tournament rating usage from 0.5% to 16%, unlocking visibility into UGC quality and enabling better contributor curation
- Drove 5.7x increase in on-platform discovery of sponsored tournaments; reduced operations cost by 25% by sourcing top organizers from the community using rating and performance signals, increasing revenue driven through branded engagements • Co-led SCOUT, an Android/iOS teammate-finding app for Fortnite: launched to 1.5K users and iterated through 9 releases in 6 months to reach 200K users
- Self-taught SQL and analytics to reduce data team tickets by 70%; led SEO initiatives that more than doubled organic traffic for top games

EDUCATION

British Columbia Institute of Technology, Vancouver, 2017 // *Business & Marketing Management Diploma*

SKILLS

Product & Data: Roadmapping, user research, A/B testing, funnel/retention analysis, OKRs, GTM planning. SQL, Mixpanel, Fullstory, Periscope/Sisense.

Domains & AI/ML: B2B SaaS, analytics products, two-sided marketplaces, XR/VR/AR, gaming/esports, enterprise compliance (GDPR, SOC2, ISO27001). Shipped AI & ML-powered products (Smart Builder, ArborXR Insights); led internal AI adoption.

Languages: English (native); Japanese (N3). Lived in Tokyo in 2024, gaining firsthand experience in the local environment. Seeking long-term relocation to Tokyo.