

Matthew Enthoven

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EDUCATION **Northwestern University**, Evanston, IL
Bachelor of Science in Industrial Engineering, June 2011

EXPERIENCE *Riot Games, Santa Monica, CA*
Product Manager, November 2014 - Present

- Team leader and product owner of two independent and cross-functional development teams, responsible for the following product increments in League of Legends:
 - Facebook Friend Importer, enabling players to import their social graph from Facebook in Riot-operated territories, resulting in over 1.5 million registrations and over 2 million new friend connections.
 - “Legendary stats” project, overhauling internal and external game data APIs, providing richer game data while increasing live service stability by >8%.
 - New Match History website, giving players the ability to see and share their game data, resulting in over 4,000 new social media impressions per day.
- Managed relationships with regional Riot offices, Basho, Facebook, Tencent, and Garena for the release of Legendary Stats, Match History, and Friend Importer.
- Collaborated with designers, developers, directors, engineering managers, and other stakeholders to prioritize League of Legends product objectives and goals.
- Analyzed and documented competitors with videos, presentations, and other recordings. Armed senior leaders and executives with industry knowledge and critical analysis.

Associate Product Manager, April 2013 – November 2014

- Product owner and team leader for experimental content team, responsible for establishing the vision for new monetized content pipelines. Lead development team to prototype, implement, and iterate on new content types in League of Legends.
- Conducted market research to identify player desires and determine pricing strategy for new monetized content offerings.
- Product owner and leader for cross-functional content pipeline team, which decreased developer time required per piece of content by 15%.
- Established vision and coordinated development of in-game survey tool, empowering product teams to evaluate satisfaction metrics at the time of purchase or during gameplay.

Assistant Development Manager, June 2011 – April 2013

- Product owner for rapid development game and platform teams responsible for fixing bugs, implementing small features, and responding to emergent live issues.
- Collaborated with developers, producers, and leads to improve JIRA and company intranet usage.
- Developed internal website to gather, organize, and visualize team productivity data.
- Conducted team and employee satisfaction surveys for entire company. Evaluated results for organization-wide trends and team-impacting issues.

BigMachines Inc., Deerfield, IL

Professional Services Intern, Summer 2008, 2009, 2010

- Composed and maintained detailed design document for a new product containing all design decisions, notes, and customer questions.
- Established new internal bug reporting system. Migrated all previous bug reports to new system. Wrote detailed user guide for employees.

TECHNICAL SKILLS Administration experience with JIRA, Confluence, and Wordpress.
Working knowledge of PHP, JavaScript, HTML, CSS, Lua, C++, Java, C#, Node.js, Apache, and Adobe CS5 including Photoshop, Premiere, and After Effects.