Matthew Hoty

Head of Product & Data at Healthpilot

Nashville, TN

Matthew.L.Hoty@gmail.com | (419) 656-1758 |linkedin.com/in/matthewhoty | matthewhoty.com

ABOUT ME

I'm a product leader with 9+ years of experience in healthcare, AI, and startups, blending deep data expertise with a strong product sense. My foundation in data helps me understand customer behavior, uncover opportunities, and build intuitive products that deliver measurable value. Whether leading AI initiatives or scaling user experiences, I focus on solving real problems in ways that drive impact for both users and the business.

EXPERIENCE

Healthpilot   **Nashville, TN**

Head of Product & Data   December 2023- Present

- Defined and executed comprehensive product and go-to-market strategies, accelerating revenue growth to seven figures and scaling user conversions by 30x in under two years.
- Built and lead a direct team of seven members spanning product, data, design and marketing, fostering collaboration across engineering, business development, and marketing to deliver impactful solutions and optimize operational efficiency.
- Led user acquisition initiatives by aligning marketing strategies with product insights, achieving a 10x increase in conversion rates and a 50% reduction in acquisition costs.
- Partnered with executive leadership and investors during Series C diligence, effectively communicating the strategic value of product and AI innovations to secure multi-year funding.

Head of Product   December 2022- December

- Defined the vision for AI-powered Medicare recommendation tools and led go-to-market efforts that increased adoption and a 4x year-over-year increase in customer acquisitions.
- Directed a comprehensive platform re-architecture that handled 5x increase in site traffic year-over-year and enhanced customer engagement through robust infrastructure improvements.
- Conducted user research and engaged early adopters, leveraging insights to refine features and shape the overall product strategy, ensuring strong product market fit and alignment with strategic objectives.

Director of Product   August 2021- December 2022

- Expanded strategic partnerships by integrating partner CRMs, onboarding 1,000+ advisors and 5,000+ pharmacies, and increasing partner referrals 15x.
- Increased AI system scalability by 3x and cut deployment times by 50% by transitioning infrastructure to a cloud-based system.

- Championed initiatives to align product strategy with customer insights, utilizing A/B testing to validate approaches and deliver solutions that supported growth.

Asurion   **Nashville, TN**
<u>Senior AI Product Manager</u>   June 2019-July 2021

- Led AI-driven product initiatives in collaboration with business development and operations, managing a team of data scientists and engineers to optimize customer support platforms.
- Delivered $7.5M in annual savings by redesigning the customer search engine using graph-based algorithms, reducing session queries by 25%.
- Boosted mobile app chat conversions by 30% through AI/ML-based real-time FAQ suggestions.

<u>Data Product Manager</u>   June 2017- June 2019

- Embedded resource with product & engineering teams to align data strategies with business goals, enhancing scalability and team efficiency.
- Defined and implemented a real-time data reporting infrastructure, empowering 3,000+ users with faster, data-driven decision-making capabilities.

<u>Senior Data Analyst</u>   January 2016- June 2017

HP Inc.   **Palo Alto, CA**
<u>Engagement and Analytics Intern</u>   May 2015– December 2015

EDUCATION

University of Tennessee   **Knoxville, TN**
Master of Science, Business Analytics   December 2015
Bachelor of Arts, Economics   May 2014

SKILLS, COMPETENCIES, & ACHIEVEMENTS

Product Strategy & Vision: Experienced in defining multi-year product roadmaps aligned with business goals and customer needs. Skilled in leveraging user feedback and data insights to optimize features and drive user adoption.

Go-to-Market Strategy: Proven ability to bridge product development with marketing and sales efforts to achieve rapid market adoption and sustained growth.

Operational Leadership: Excel at building and leading cross-functional teams to scale operations and foster collaboration, ensuring alignment with strategic goals.

Data-Driven Decision Making: Expertise in developing KPIs, tracking performance, and iterating strategies based on insights to drive continuous improvement and customer satisfaction.

Technical Expertise: SQL (Advanced), Python (Intermediate), Gen AI / LLMs, AWS, Data Modeling, and A/B Testing.

Other Achievements: University of Tennessee Track & Field, 2010-15; 2x Team Captain, 1x All-American Second Team