

Matthew Hoty

Product & Data Leader

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ABOUT ME

- **Product and data leader with 9+ years in health-tech, consumer apps, and B2B2C platforms**, taking products from 0 to 1 and scaling them with AI, experimentation, and data-driven strategy
- **Transformed Healthpilot into the leading AI-guided Medicare enrollment platform**, driving 10x ARR growth over two years
- **Strong technical foundation** in SQL, data architecture, and marketing technology, with expertise product analytics to design, test, and optimize high-converting user experiences
- **Proven track record with AI/ML**, including recommendation systems, NLP search engines, and GenAI prototypes and workflows that improve customer experiences and organizational efficiency
- **Leader who builds empowered, fast-moving teams** and aligns them around multi-year roadmaps to consistently deliver growth in complex, regulated industries

EXPERIENCE

Vice President, Head of Product & Data

Healthpilot | 12/2023- Present

Healthpilot is a Series C health-tech startup using AI to help seniors shop, enroll, and engage with their Medicare plans.

- Scaled user conversions 10x and ARR 4x by building a growth framework with SQL-based funnel analytics, A/B experiments, and onboarding flow redesign informed by user feedback
- Built and led a cross-functional team across product, data, UX, and marketing, applying agile practices and OKR alignment to foster speed, ownership, and collaboration
- Unified the company around a multi-year technology roadmap, balancing growth, retention, and infrastructure investments through KPI-driven planning and prioritization
- Modernized marketing data systems to deliver accurate multi-channel attribution and optimize \$10M in paid media using SQL pipelines, customer data platforms, and HIPAA-compliant data infrastructure
- Partnered with executive team to articulate product vision and metrics that secured Series C investment from a Fortune 50 company

Vice President, Head of Product

Healthpilot | 12/2022 - 12/2023

- Built the market's leading Medicare enrollment experience with AI-driven cost prediction, personalized plan matching, and A/B tested guided flows, driving 3.5x higher digital conversion than competitors
- Established an AI-guided product roadmap, prioritizing predictive modeling, GenAI features, and experimentation frameworks to accelerate product growth and consumer adoption
- Partnered with Legal and Compliance to reduce regulatory overhead, accelerating product delivery from

yearly to weekly

- Mentored PMs and analysts, elevating data fluency and embedding experimentation design and KPI measurement into day-to-day product development

Director of Product

Healthpilot | 8/2021 - 12/2022

- Built a B2B2C referral engine, integrating CRM and pharmacy systems to onboard 1K advisors and 5K pharmacies, increasing referral traffic 15x
- Designed APIs to enable scalable partner integrations, reducing time-to-launch by 50%
- Established an experimentation culture by leading 20+ A/B tests, boosting user engagement 45%

Senior AI Product Manager

Asurion | 6/2019 - 7/2021

Asurion provides technology protection and support services to millions of customers worldwide.

- Launched AI-powered support tools using NLP-based semantic search and intent classification, saving \$7.5M annually and reducing customer query time by 25%
- Drove 30% lift in mobile app engagement through personalized support and recommendation features

Data Product Manager

Asurion | 6/2017 - 6/2019

- Built a real-time reporting system supporting 3,000+ employees with real-time operational decisions.

Senior Data Analyst

Asurion | 1/2016 - 6/2017

EDUCATION

University of Tennessee - Knoxville, TN

Master of Science, Business Analytics | December 2015

Bachelor of Arts, Economics | May 2014

SKILLS

Product & Strategy: Product vision, multi-year roadmap planning, go-to-market, agile, discovery, experimentation, OKRs, KPIs

Technical & Data: SQL (advanced), Python (intermediate), GenAI/LLMs, data modeling, attribution, funnel optimization, cohort analysis, experimentation design, performance metrics, visualization

AI Experience: Recommendation systems, NLP search, GenAI prototypes, AI-driven consumer decision tools

Design & Execution: UX collaboration, prototyping, onboarding flows, landing page optimization

Leadership: Team building, cross-functional leadership, stakeholder alignment, investor communication, culture creation in high-growth, regulated environments