

Matthew Voggel

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Technical Product Owner | Data & Engineering Strategy

Technical Product Leader with expertise in data analytics, engineering coordination, and web infrastructure. Skilled in PIWIK Pro, Azure DevOps, API integrations, and CMS management (Sitecore, Umbraco). Strong ability to bridge business goals with engineering execution, optimize tracking solutions, and drive data-driven product strategy.

Experience

Product Owner, Web and Data Analytics, UPMC Health Plan | 02/2024 - Present

- Led transition from Google Analytics to PIWIK Pro, simplifying data architecture and improving reporting accuracy by 35%.
- Standardized custom tracking, event tagging, and UTM parameters across 20+ websites, reducing IT maintenance tickets by 65% YoY.
- Primary liaison between IT, data teams, and leadership, managing sprint cycles, backlog prioritization, and engineering releases.

Digital Product Manager, UPMC Health Plan | 05/2021 – 02/2024

- Managed full development lifecycle of all UPMC HP websites, ensuring compliance with accessibility (WCAG AA) and security best practices.
- Spearheaded CMS transitions (Sitecore, Umbraco), reducing time-to-market by 46% and increasing yearly feature releases by 50%.
- Led Agile ceremonies, refining IT backlogs and executing UAT testing for new product features.

Digital Specialist, UPMC Health Plan | 06/2018 – 05/2021

- Managed enterprise website projects, integrating SEO best practices and front-end development (HTML, CSS, JavaScript).
- Led content strategy, UX testing, and accessibility enhancements across 15+ digital properties.

Technical Implementations & Analytics Solutions (Projects)

PIWIK Pro Data Analytics Migration (2023 – Present) - Designed and implemented custom dimensions, API integrations, and automated ETL workflows (Azure, Power BI) for enhanced analytics. Standardized data tracking taxonomy across 15+ websites using JavaScript, Python, and API automation to improve data governance.

Workfront PM Analytics & Visualization Tool (2023) - Developed Python-based data visualization tools for project timelines, task efficiency, and statistical significance testing. Automated data extraction from Workfront into Jupyter notebooks, generating interactive charts and trend analyses.

Algorithmic Trading Bot (Alpaca API) (2023) - Built an automated investment bot leveraging Python + Alpaca API to execute trades based on predictive stock models. Developed a dynamic portfolio rebalancing system, achieving a 6.8% YTD ROI.

Skills

Product & Strategy

Technical Product Ownership | SAFe Agile (Certified PO/PM, Certified Agilist, Certified Developer) | Web Product Management | Release Coordination | UAT Testing

Data & Engineering

Azure DevOps | PIWIK Pro | API Development | SQL | Data Architecture | ETL Pipelines | Visualization (Power BI, Looker, Jupyter)

Technical & Programming

Python | JavaScript | HTML/CSS | CMS (Sitecore, Umbraco) | Cloud Infrastructure | CI/CD Workflows