

Matthew Voggel

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Technical Product Owner | Data & Marketing Strategy

Certified PO with proven success managing Agile backlogs, data analytics, software and web development, and coordinating cross-functional releases across teams. Adept at aligning user needs with stakeholder objectives and delivering incremental value using SAFe Agile practices. Expert at marketing roadmaps, strategy execution, and beating target KPIs. Strong technical grounding in analytics platforms, software development, and CMS architecture.

Experience

Product Owner – Agile Backlog & Data Strategy Lead, UPMC Health Plan | 02/2024 – Present

- Led Google analytics to PIWIK Pro digital transformation, improving data accuracy by 35% and reducing IT maintenance tickets by 65%.
- Developed product roadmaps with leadership teams for all properties and clients
- Document tracking architecture, workflows, and product roadmaps for non-technical stakeholders
- Collaborated with devs and QA to write acceptance criteria and support release of tracking improvements across 20+ websites, reducing manual reporting and aligning to business KPIs.

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

- Began CMS digital transformation (Sitecore, Umbraco), reducing time-to-market by 46% and increasing yearly releases by 50%.
- Owned product roadmap and strategy for performance & accessibility, achieving WCAG AA compliance and 30% faster page loads.
- Collaborated with executive stakeholders and engineering leads in refinement sessions to plan cross-team dependencies and prioritize incremental value delivery.
- Managed backlog prioritization and user story grooming, writing clear acceptance criteria to guide dev team sprint work and ensure value delivery.

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 marketing strategy, UX testing, and accessibility enhancements across 15+ digital properties.

Technical Implementations & Analytics Solutions (Projects)

Sitecore Content Migration (2023 - Now) – Owned the digital transformation of all legacy websites (>25) into a content management system. Product roadmap was created, maintained, and regularly presented to Business Owners for refinement, culminating in over 30 code releases to our new system. Worked with content teams, legal, engineering, marketing leadership, and design teams to make this happen.

PIWIK Pro Data Analytics Migration (2023 – 2025) - Designed and implemented custom dimensions, API integrations, and automated ETL workflows (Azure, Power BI) for enhanced analytics. Standardized data taxonomy across 15+ websites using JavaScript, Python, and API automation to improve data governance.

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.

Education

Auburn University

Degree: M.S., Computer Science and Software Engineering – *Graduated 2024*

Duquesne University (Pittsburgh, PA)

Degree: B.A., Journalism and Multimedia Arts – *Graduated 2017*

Degree: B.A., Public Relations – *Graduated 2017*

Skills

Product & Strategy

Technical Product Ownership | SAFe Agile (Certified PO/PM, Certified Agilist, Certified Developer) | Marketing Strategy | Release Coordination

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

Certifications

SAFe Product Owner / Product Manager (POPM) (5 years)

SAFe Certified Agilist (6 years)

SAFe Certified Developer (2 years)