



## Contact

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### Portfolio

mstublefield.com

### Business

fieldway.org

## Education

2015

**MSc in Project Management**

Missouri State University

2011

**BA in Religious Studies**

Missouri State University

## Certifications

- Certified Grief Counselor
- Atlassian Certified Jira Administrator
- Atlassian Certified Confluence Administrator
- Atlassian Certified Jira Service Desk Administrator
- Atlassian Jira Workflows Badge
- Atlassian Email in Jira Badge
- Atlassian Confluence Content Management Badge
- Atlassian Confluence for Documentation and Knowledge Bases Badge
- Microsoft Certified Technology Specialist
- Employee Coaching and Counseling
- Performance Management and Evaluation

# Matthew Stublefield

Relator | Intellection | Achiever | Analytical | Responsibility

For over 20 years, I've diagnosed delivery failures in product and engineering teams by identifying systemic issues invisible from inside organizations. My approach combines comprehensive analysis with implementation blueprints that consistently triple productivity while reducing burnout. Experience leading teams through acquisitions, platform migrations, and organizational change has developed pattern recognition so I can see what's broken and design systems creating sustainable, high-velocity delivery.

## Experience

### October 2022 - Present

Fieldway | Springfield, MO

#### Founder and Principal Consultant

Fieldway addresses a critical gap I discovered through conversations with dozens of product leaders: teams consistently fail to deliver not because people are incompetent, but because systemic issues prevent success. When leadership has tried everything and nothing works, I provide two-week delivery diagnostics revealing root causes through comprehensive analysis. My systematic approach identifies broken cadences, communication breakdowns, and decision-making bottlenecks teams can't see from inside, then provides step-by-step implementation blueprints consistently delivering 2-3x productivity improvements while reducing work hours and improving morale.

### July 2023 - March 2025

CoinDesk | New York, NY (Remote)

#### Director of Product Management

I led product management for CoinDesk Media, working with our engineering teams to deliver features supporting journalism, market data, and multimedia content. I managed a product team overseeing subscription initiatives while collaborating with separate product managers for our mobile app and events.

- Developed a new vision for cryptocurrency price pages that leveraged our journalism strengths to tell the story behind market movements, resulting in significant search traffic increases through our mobile-first approach and improved Core Web Vital scores.
- Following our acquisition in November 2023, I served as the product continuity leader during leadership transitions, helping executives understand revenue streams, initiatives, operations, and strategic direction.
- I spearheaded the complete migration from Arc XP to Sanity.io, resulting in dramatic improvements to Core Web Vital scores, enabling rapid response to scraper attacks, and accelerating our development cycle from months to weeks.
- Successfully integrated new product and engineering teams following the CCData acquisition in October 2024, ensuring continuity of operations and knowledge transfer.
- Mentored and integrated product managers joining our team during reorganization, ensuring seamless knowledge transfer and alignment with CoinDesk's mission.
- Provided initial product leadership for CoinDesk's mobile application development before transitioning oversight to dedicated product ownership.
- Launched a new subscription product initiative, building the foundation before hiring a dedicated PM to take ownership.
- Managed up to 30 concurrent projects while consistently delivering on target objectives and outcomes on schedule.

## Notable Results

- 3x team productivity improvements
- 99.9% bot traffic reduction
- Led multiple major platform migrations
- Doubled web traffic through SEO improvements
- Helped launch CoinDesk mobile app
- 150k+ user implementations

## PM Tools

- **Product Tools:** Jira, Aha!, Monday, Confluence, Figma, Miro
- **Analytics:** Google Analytics, Mixpanel, Looker, LaunchDarkly Excel
- **Project Management:** Atlassian, Microsoft Project, Smartsheet, Asana
- **Frameworks:** Scrum, Kanban, XP, Lean, SAFe, Waterfall, Customer Journey Mapping, Value Stream Mapping, HOSKR, HEART, JTBD, RICE, WSJF
- **Platforms:** Atlassian, WordPress, Arc XP, Microsoft, Wordpress, Sanity.io, Vercel, Zapier, Make
- **AI Tools:** Claude, Perplexity, ChatGPT, Relevance.ai

## Sectors

- Technology (SaaS, Media)
- Educational Technology
- Healthcare & Insurance
- Government & Defense
- Financial Services
- Manufacturing & Hardware
- Non-profit

## Experience (continued)

### December 2022 - June 2023

CoinDesk | New York, NY (Remote)

#### Senior Product Manager

I bridged the gap between editorial and engineering as senior product manager for content. I owned our content distribution systems including ArcXP (our CMS), video pipeline for both live shows and on-demand content, newsletters, and podcasts.

- Increased engineering throughput by nearly 3x while decreasing defect rate by 15% through improved story writing, backlog grooming, and sprint planning.
- Boosted video ad impressions by 3x by implementing features that enhanced viewability and completion rates.
- Improved user engagement with a 20% increase in pages per session through recirculation features and site performance optimization.
- Led initiatives that reduced bot traffic by 99.9% and eliminated scrapers until these problems were solved.
- Identified critical limitations in our CMS platform and initiated the strategic assessment that led to our platform migration.
- Contributed to strategy development and team performance improvements that resulted in promotion to Director of Product Management within 7 months.

### March 2022 - October 2022

Stride, Inc. | Herndon, VA (Remote)

#### Director of Product Management

- Trained the product, design, and project management teams on defining measurable outcomes using the HOSKR and HEART frameworks. This led to cutting unnecessary features and providing better stories for the engineering team so they delivered value faster with less rework.
- Led ideation workshops using Miro, then worked with the product team to build a 6-month roadmap in Aha! that was integrated with Jira and Figma. Product and design worked in Aha! to create themes, epics, and stories, and these were synced to Jira where the engineers tracked their work.
- Provided agile coaching to other product teams at Stride and stepped in as scrum master for the CaaP engineering team. Increased sprint goal achievement from 50% to 100% leading to improved forecasting capability and team morale.
- We acquired a company that had a platform with features similar to CaaP and I met extensively with the CEO and VP to perform the feature and technical discovery on the acquisition. I also created the plan for its merger with CaaP.

### December 2016 - March 2022

Adaptavist | London, United Kingdom (Remote)

#### Head of Education

Built an e-learning training business line from scratch on both Atlassian software and Adaptavist's portfolio of 40 Atlassian apps.

#### Strategy Development

- Focused on where we want to be in three years and how we can get there successfully.
- Developed a deep understanding of both business and customer needs through interviews, quantitative analytics analysis, gap and SWOT analysis, and user journey mapping.

## Presentations

- Atlassian University training | Atlassian Summits 2015, 2016, 2017, 2018, 2019, and at AtlasCamps 2016 & 2017
- Computing@MissouriState | Administrative Professionals Forum | Missouri State University | 2013
- Slaying the Beast: Building Banner Documentation | MOKA BUG | 2011
- Branding Banner | MOKA BUG | 2011
- Building the Modern Help Desk | MOKA BUG | 2009
- Building a Unified Knowledge Management System with Confluence | HELIX | 2009
- Building a Unified Knowledge Management System with Confluence | MITC | 2008
- Publications for Public Relations | HELIX | 2008
- Microsoft Windows Vista and Microsoft Office 2007 | RCET | 2007

## Memberships

Product Development and Management Association (PDMA)

Springfield Technology Council

Community Foundation of the Ozarks

Leadership Springfield

## Experience (continued)

- Collaborated with internal stakeholders to validate, refine, and promote strategy understanding and decisions using Wardley mapping, mockups, and dialogue sessions.

### Program Management

- Created an e-learning group to meet the needs of Adaptavist's enterprise customers who wanted advanced Atlassian video training and customized Atlassian app training. Our e-learning had an 83% CSAT rating and a learning engagement rate approximately 5x the average for e-learning.
- Created a technical writing group to own and improve Adaptavist's app documentation. Managed the creation of a new documentation platform and the migration of product documentation from six different web properties and three different documentation technologies to a single site and technology. Customers once listed documentation as a primary factor when uninstalling our apps, and now it is in the top 5 reasons that customers prefer and retain Adaptavist apps.

### Product Management

- Conducted customer interviews and demos, performed financial analysis, created mockups, and wrote the epics and stories for Learn for Jira. This app was released for Jira Server and Data Center.
- Developed the strategy for the Adaptavist Library and wrote the epics and stories, worked with the tech lead to design its new architecture, and also served as scrum master.

### October 2014 - December 2016

Adaptavist | London, United Kingdom (Remote)

#### Senior Consultant

Provided expert advice and recommendations to organizations related to implementing and improving the Atlassian Tools.

- Consulted with a multinational auditing and accounting firm, partnering with PMO and owning the coordination of work across four different SAFe release trains, impacting 120,000 users worldwide, and leading to a successful implementation.
- Engaged with a multinational healthcare company to manage the upgrade of a Confluence instance with over 150,000 users and 500,000 pages. Performed discovery, developed schedule and approach, and worked closely with the customer's Atlassian TAM to ensure we provided the best support possible.
- Partnered with a healthtech startup to facilitate knowledge management through Confluence; Jira workflow; business process development; and strategy development related to inter-departmental communications and collaboration. Product managed the development of custom scripts, automations, and integrations with third-party systems. Supported go-live for 6 months contributing to a 95% customer satisfaction rating.
- Assisted in the development of the Atlassian Certification Program through blueprint design and writing both questions/answers and study materials.

## Personality

Clifton Strengths: Relator,  
Intellection, Achiever,  
Intellection, Responsibility

Meyers-Briggs: INTJ

Enneagram: Type 1/2

## Interests

Gaming (Baldur's Gate 3)

Reading (mostly fantasy fiction)

Playing with my kids (ages 7, 5,  
and 3)

## Experience (continued)

○ **October 2010 - September 2014**  
Missouri State University | Springfield, MO

### Lab Support Administrator

Supervised three computer lab facilities, as well as the Help Desk Call Center, and provided support for all academic lab spaces on campus with an expanded scope during my tenure resulting in numerous successful projects and awards recognizing our excellent work.

- Restructured completely flat unit into teams to facilitate training, supervision, and support, resulting in significant improvements in training retention by, an enormous reduction in turnover, and the award for Best On-Campus Service for three years.
- Expanded issue tracking and work management system to allow other departments to use it for their work, leading the team in providing project customizations such as tailor-fit workflows and notification schemas to help improve inter-department communication and collaboration.
- Wrote and edited proposals for new methods and technology, as well as technical documents detailing how processes must be performed, including cost analyses, RFPs, proof of concept, and final documentation and training.
- Server administration on both VMWare ESXi and Microsoft Hyper-V for both Linux and Windows servers providing a variety of services to the campus such as antivirus, fleet management, application distribution, and web applications.

○ **January 2007 - October 2010**  
Missouri State University | Springfield, MO

### Centralized User Support Specialist

Provided technical support and documentation, troubleshooting and assistance by phone and in-person, and consulting for new solutions to meet University Information Services goals.

- User Support liaison for a new enterprise resource planning system that replaced all university information systems. Built Atlassian Jira and Confluence systems to support this effort, facilitated training for thousands of employees, and helped ensure a successful 30-month implementation.
- Developed new onboarding, training, and payroll management for part-time student workers leading to improved performance and retention.