# Matthew Schuchhardt, Ph.D.

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**EXPERIENCE**

**Mediaocean** — Mar. 2025 – Present
*SVP of Engineering*

- **Acquisition Integration:** Successfully integrated newly-acquired Social and Platform engineering teams, significantly streamlining overhead and sustaining high engineering velocity.
- **Social Ads Division Leadership:** Led engineering for the Social division, driving 11% YoY revenue growth and exceeding budget targets.
- **Roadmap Simplification:** Developed and implemented a roadmapping system with a leaner planning process, saving engineering teams approximately 4 weeks of planning time annually and eliminating premature work on projects.

**Mediaocean** — Jul. 2020 – Mar. 2025
*VP of Engineering*

- **Engineering Team Leadership:** Strategically built and led a high-performing remote engineering team of 65 members spanning five continents, increasing engineering velocity by 45% and retention by 85%.
- **Business-Engineering Alignment:** Instituted an org-wide FinOps strategy, bridging finance and engineering to reduce YoY cloud spend by $4.5M within 3 months while maintaining innovation and product quality.
- **Infrastructure Team Integration:** Managed the integration of an acquired infrastructure team, enhancing infrastructure consistency and improving team alignment for increased efficiency
- **Product Development & Delivery:** Led the launch of the Scope 2.0 campaign management platform, coordinating cross-functional teams in product design, architecture, go-to-market strategy, and execution.
- **Acquisition DevOps Modernization:** Directed the migration of an acquired company from legacy datacenters to AWS, improving compliance, reducing operational complexity, and achieving $800k in annual cost savings.

**4C Insights** — Sept. 2019 – Jul. 2020
*Director of Engineering*

- **Technical Strategy:** Developed and executed an organization-wide microservice transition strategy, driving ownership clarity and enhancing product delivery speed through improved system architecture.
- **Datacenter Consolidation to AWS:** Directed the migration of two co-located datacenters to AWS, achieving improved compliance, reduced complexity, and a substantial decrease in operational costs.
- **DevOps Transformation:** Founded 4C's DevOps team, leading the transition from manual processes to automated Kubernetes infrastructure, reducing deployment times from 95 to 15 minutes, and enabling continuous delivery practices.
- **OTT Data Integration:** Developed and deployed an OTT impression matching system capable of handling over 2,000 impressions per second.

**4C Insights** — Aug. 2015 – Sept. 2019
*Senior Engineer*

- **Social Publisher Integrations:** Developed two critical advertising publisher integrations within the platform, establishing the foundation for what later evolved into our multi-publisher social strategy, which contributed to a 50% increase in partnerships.
- **Multi-Platform Ad Automation:** Architected and implemented social campaign automation enhancements that drove a 40% increase in ad placements.
- **Cross-Channel Innovation:** Designed and delivered a TV sync feature that integrated TV data with social and DSP platforms, creating the foundations for our cross-channel advertising capabilities.
- **Engineering Standards:** Established organization-wide engineering standards for API integrations with external publisher platforms, improving code consistency, reducing technical debt, and creating a scalable framework for future publisher additions.

**Intel Corp.** Jun. 2013 – Oct. 2013
*Graduate Research Intern* Jun. 2014 – Dec. 2014
- **Adaptive Display Brightness Subsystem:** Developed and published a paper on an online learning system for Android smartphones. Engineered a modified machine learning library and custom code to continuously improve model accuracy.
- **Performance Optimization and Analysis:** Designed and implemented a system to automatically identify sources of graphical frame rate issues using system-level trace data.

**EDUCATION**

**Northwestern University** Aug. 2009 – Aug. 2015
Ph.D., Computer Engineering
Advisor: Prof. Gokhan Memik

**Valparaiso University** Aug. 2005 – Jul. 2009
Bachelor of Science, Computer Engineering

**SELECTED PUBLICATIONS**

M. Schuchhardt. User-aware System Design and Optimization (Doctoral dissertation, Northwestern University), 2015.

**M. Schuchhardt**, S. Jha, R. Ayoub, M. Kishinevsky, G. Memik. **"Optimizing the Relationship Between Mobile Screen Power Consumption and User Satisfaction"**. Proceedings of the International Conference on Compilers, Architecture and Synthesis for Embedded Systems (CASES), 2015.

**M. Schuchhardt**, S. Jha, R. Ayoub, M. Kishinevsky, G. Memik. **"CAPED: Context-aware Personalized Display Brightness for Mobile Devices"**. Proceedings of the International Conference on Compilers, Architecture and Synthesis for Embedded Systems (CASES), 2014.

**M. Schuchhardt**, B. Scholbrock, U. Pamuksuz, G. Memik, P. Dinda, R. P. Dick. **"Understanding the impact of laptop power saving options on user satisfaction using physiological sensors"**. Proceedings of the International Symposium on Low Power Electronics and Design (ISLPED), 2012.

**TECHNICAL SKILLS**

**Software Architecture**: Microservices, API Design, Distributed Systems, High-Performance Systems, Scalability
**Languages**: Python, Javascript, Typescript, Bash, Java, C/C++, GraphQL
**Frameworks**: Flask, Pydantic, FastAPI, Celery, React, Vue.js
**Databases**: MariaDB, MongoDB, PostgreSQL, Elasticsearch, Redis, RabbitMQ
**Cloud & Infrastructure**: AWS, Kubernetes, Terraform, Helm, GitHub Actions, Ansible, Jenkins, ECS
**Machine Learning**: Weka, scikit-learn, PyTorch
**Tools**: GitHub, VSCode, Copilot