

Matt Williams

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EDUCATOR AND STRATEGIST

Self-directed, curious, and enthusiastic educator with **over 13 years** of experience in education and technology spaces and **over 5 years** partnering with execution and executive teams to help steer go-to-market strategies. Passionate about the intersection of education, technology, history, and philosophy to create open, trustworthy, and inclusive resources.

COMPETENCIES

Curriculum development, learning needs analysis, learning assessment and evaluation, education technology, instructional design, learning management systems, go-to-market strategy, cross-functional relationships, project management, research, accessibility and inclusiveness, data-driven strategy

EXPERIENCE

Indeed | Seattle - Santa Barbara - Austin (currently) | April '19–Present

Strategist—Global Learning and Enablement, Go-To-Market Support (hired Oct '22)

- Develop, implement, manage, and coordinate onboarding, continued education, and technical training for three business partners.
- Our enablement helped a business partner **influence over \$14M** in 2023 revenue.
- Lead cross-functional committee overseeing business partner OKRs.
- Perform multiple needs analyses resulting in shorter and more accessible onboarding pathways.

Strategist—Global Product Commercialization (GPC), Incubator (promoted June '22)

- Designed and developed acquisition and go-to-market strategies for two beta products.
- My workflow **reduced client onboarding time by 83%** and helped one product scale to our Enterprise organization.

Associate Strategist—GPC, Incubator (hired May '21)

- Designed scalability-of-product health dashboards for product teams.
- Consulted on go-to-market strategies for QR-based job application product in Japan.
- Developed lead lists and guided sales call direction.

Indeed | Seattle - Santa Barbara - Austin (currently) | April '19–Present (cont.)

Operations Specialist—GPC, Operations (hired April '19)

- Facilitated cross-functional relationships between product and operations team while managing a **5-person international team**.
- Trained and onboarded new hires in multiple products while also closing **30+ tickets per day** to ensure speedy sales contract completions.

University at Buffalo | Buffalo | Jan '15–May '18

Adjunct Instructor—Department of Music

- Developed curriculum and taught undergraduate music theory classes (**with 40+ learner attendance**) in physical and online classrooms.

Graduate Assistant—Slee Institute of Tonal Harmony

- Collaborated with leadership to build an online, searchable database of musical gestures featuring analyses, keywords, tags, and an extensive music theory textbook bibliography.

Graduate Assistant—International Admissions

- Lead student email support and facilitated digital asset management and international document version control.

University of Indianapolis | Indianapolis | May '11–July '14

Adjunct Instructor—Department of Music

- Educated undergraduate music students on notation software, computer programming (HTML, CSS), and digital audio workstations.

Outreach Coordinator—Wheeler Arts Community

- Built arts-focused programming supporting underserved communities while reporting grant fundraising initiatives to university stakeholders.
- Developed and implemented marketing materials with university marketing departments radio, print, and billboard ads.

PUBLICATIONS

- “*Quasi una fantasia*: Adorno, Beethoven, and Database Bias” (forthcoming)
- “Aspiration in the Ruins” (Feb '24)

EDUCATION

- University at Buffalo: Ph.D.—Historical Musicology and Music Theory, Feb '21
- Butler University: M.M.—Music Composition, May '10
- University of Indianapolis: B.S.—Music, May '05