

Matthew Eichenfield

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EXPERIENCE

Treeline Interactive. *Custom Software & Hardware Development for Enterprise & Startups* **Senior Product Manager**

San Diego, CA
October 2021 – Present

- Head of Product: Transpoworks – Treeline Venture Studio
- Transpoworks CabBrowser – Secure Web Browser for trucking fleets (Android)
- Transpoworks CabChat – Video and Text Messaging platform for trucking fleets (Android)
- Product Manager: Cue Health - Cue Care Telemedicine Platform (React)
- Product Manager: Cue Health - Cue Care Health Microservices (Java) for Telemedicine: Prescriptions / Medication, Pharmacy Locator, Delivery, and Audit
- Project & Product Lead: Cue Health – SureScripts / DoseSpot E-Prescribing Certification
- Lead Product: Cue Health – SMART Health Cards (Technology and Integration SME)
- Product Manager: Cue Health – Mobile and Web SSO & MFA Integrations (Google, Apple, Microsoft)
- Product Manager: Cue Health – Third Party (Applanga / Transperfect) Translations to French for Canada GTM
- Lead Product: Cue Health – Proctored Testing (Video) for Canada GTM
- Product Manager: Cue Health – Proctored Testing (Video) for Covid-19
- Lead Product: Cue Health – COPPA Compliance and Parental Consent (Third Party Integration and Mobile – iOS / Android Design Requirements)

Innovation Program Consulting and Product Management

April 2021 – October 2021

- Business / Product design (pre-seed startup incubation) for transportation, logistics, and asset management software.
- Lead Product: Doran Tire Pressure Monitoring System – Web Admin (React) and Mobile (React Native) Applications for Trucking & Agriculture Fleets (Transpoworks)
- Product Management – Cue Health - Medical device client app for web and mobile (iOS / Android)

SWARCO / McCain Inc. *Intelligent Transportation Systems (ITS) supplier of controllers, signals, signs, and software* **Engineering Manager**

Vista, CA

July 2020 – March 2021

- Supervised a team of five engineers designing variable message signs and software customized for the US market
- Served as stakeholder and technical contact for Austrian sister company (Swarco Futurit) software team
- Led effort to design McCain's next generation of portable message and blank out signs with cellular modem integrations
- 32nd Annual CTF Transportation Award – Advanced Technology Program / Product of the Year Award for 2020
- Developed a secure virtual environment to run legacy product services and software
- Wrote software compliant with federal and state specifications for changeable message signs

Signal Product Manager

January 2017 - July 2019

- Product manager for the largest producer of traffic signals in North America representing ~one-third of company revenue
- Led mechanical engineering team and negotiated with vendors to develop a new modular light rail signal for SFMTA
- Worked with purchasing and Tijuana facilities team to establish vendor review processes for new and recycled thermoplastic
- Reviewed die-cast and injecting molding traffic signal process
- Led team to develop specialized HAWK Pedestrian Signal offerings for City of Phoenix
- Led efforts to modernize traffic signal backplates to comply with retroreflective border requirements
- Led team migrating legacy backplate punch process to new Amada laser system

Sign Product Manager

September 2015 – July 2020

- Led bid pricing to successfully win three to five year Caltrans contract for CMS signs valued between 4 and 8 million dollars
- Served as primary contact for Caltrans Materials Engineering and Testing Services (METS) sign contracts. Coordinated all facility, products inspections, and scope change
- Took Caltrans AVMS 710 from prototype to engineering release. Model generated over 4.8 million in revenue in three years.
- Co-developed three sign models (CMS 600 series) with Caltrans San Diego (D11) as part of a federally funded 2.8 million dollar connected vehicle proving ground on I-15
- Designed McCain Variable Speed Limit using Swarco developed sign technology. Product was huge success leading to installation of 76 units on I-76 outside Philadelphia
- Led McCain effort migrating Swarco sign and signal technology from Columbia, TN to McCain's Tijuana, Mexico facility

SWARCO Traffic Americas *Austrian based provider of intelligent traffic management solutions*

Carlsbad, CA

Senior Systems Engineer

January 2014 – September 2015

- Designed signage for [Apple Park](#) (Cupertino, CA), [Exxon Mobil](#) (Spring, TX), and [Imperial Oil](#) (Calgary, Alberta)
- Designed complete parking guidance systems for [Exxon Mobil](#) (Spring, TX) and [Hobby Airport](#) (Houston, TX)
- Developed API and third party integration for traffic signage at [Facebook HQ](#) (Menlo Park, CA)
- Field commissioned and coordinated NTCIP software integration for [City of San Jose Arterial Signs](#) (San Jose, CA)

McCain Inc. *Multinational Intelligent Transportation Systems (ITS) supplier of controllers, signals, signs, and software* Vista, CA
Parking Systems Engineer March 2013 – January 2014
Software Engineer October 2009 – March 2013

EDUCATION

Hamilton College Clinton, NY
B.A., Major: Computer Science / Minor: Philosophy June 2009

- Computer Science Teaching Assistant
- Production Director & Chief Engineer 88.7FM - WHCL

UCSD Extension San Diego, CA
Project Management Bootcamp Spring 2018
Agile Power Practices Spring 2021

ADDITIONAL

- *Languages:* English, Spanish (Conversational)
- *Software:* Jira, Confluence, Figma, React, React Native, Python, Javascript, MongoDB, Git, Amazon Web Services