

Matt Howitt

Manager of Engineering & Solutions – AI, Cloud, Web & Mobile

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Summary

High-impact **Engineering Leader** and **Solutions Architect** with deep expertise in AI, cloud infrastructure, and mobile development. I bridge the gap between complex technical architecture and business growth, having co-founded and scaled a product studio (acquired) and rebuilt enterprise mobile products into stable revenue generators. A **Google Professional Machine Learning Engineer** and recognized global speaker, I have presented on AI strategy and retail innovation at **Google Cloud Next '24** in Las Vegas, and led executive AI roadshows across **London, Ireland, and the U.S.** I thrive at the intersection of architecture and enablement, driving value from ideation to launch while mentoring high-performing teams.

Professional Experience

Manager of Engineering & Solutions | Wursta Jan 2024 – Present · Remote

- **Team Leadership & Management:** Manage and mentor a cross-functional team of 10+ (Senior/Junior Devs and Designers). Responsible for performance reviews, career pathing, and resource allocation while fostering collaboration between Engineering and Business units.
- **Pre-Sales & Solution Architecture:** Partner with Sales to lead technical scoping, estimation, and SOW creation. Present complex infrastructure and AI solutions to C-suite stakeholders, translating technical requirements into clear business value.
- **Hands-on Delivery:** Serve as Lead Engineer on mission-critical projects, dedicating 30%+ of time to coding, infrastructure implementation, and troubleshooting complex production escalations.
- **AI Subject Matter Expertise:** Design and deliver global thought leadership presentations (U.S., London, Ireland) to drive adoption of Vertex AI, BigQuery, and GenAI frameworks.

Sr. Solutions Architect – AI & Cloud | Wursta Dec 2023 – Jan 2024 · Remote

- **Architectural Blueprinting:** Designed end-to-end cloud architectures for enterprise clients, prioritizing security, cost-optimization, and multi-region scalability using Google Cloud Platform.
- **GenAI Roadmap Development:** Built the foundational GenAI "Playbook" for clients, moving them from experimental LLM prompts to production-ready RAG (Retrieval-Augmented Generation) architectures.
- **Strategic Executive Alignment:** Acted as a bridge between technical dev teams and client executive boards to ensure cloud migrations and AI implementations delivered measurable business outcomes.

Co-Founder & CTO (Acquired) | *TwoThirtySix Labs* Oct 2021 – Dec 2023 · Austin, TX
 Launched and scaled a successful product development firm (acquired).

- **Strategic Leadership:** Bootstrapped and scaled a full-service product studio from ground zero to successful acquisition.
- **Full-Stack Direction:** Owned the entire technology stack and product roadmap, delivering high-performance AI-integrated solutions for clients across diverse industries.
- **Business Operations:** Managed end-to-end client lifecycle—from initial pitching and technical discovery to contract negotiation and delivery.
- **Talent Acquisition:** Built and led a remote-first engineering culture; established hiring standards, performance benchmarks, and internal mentorship programs.
- **Brand Advocacy:** Acted as the primary technical voice for the firm, presenting at industry conferences to drive lead generation and brand authority.

Senior Software Engineer | *Rock Solid Technologies* Mar 2020 – Oct 2021 · Austin, TX

- **Product Recovery:** Rescued and completely refactored a critically failing React Native mobile application, restoring stability and transforming it into a primary revenue-generating channel.
- **Operational Excellence:** Modernized the development lifecycle by implementing CI/CD pipelines, UI/UX best practices, and rigorous performance monitoring.

Remote Web Engineer | *J.B. Hunt* Nov 2019 – Mar 2020 · Remote

- **Scale & Impact:** Engineered critical logistics and load-planning tools for a Fortune 500 company, supporting the most efficient transportation network in North America.
- **Professional Trust:** Selected as **one of only four remote developers** in a massive 500+ person engineering organization, maintaining high-velocity output in an Agile/Scrum environment.

Web Engineer III | *Mutual Mobile Aug 2017 – Aug 2019 · Austin, TX*

- **Flagship Development:** Served as Frontend Lead for the flagship React Native app, **Dribe**. Successfully guided the product through the full lifecycle from initial MVP to Minimum Marketable Product (MMP).
- **Technical Mentorship:** Established company-wide coding standards for React/React Native and led intensive training sessions to level up junior and mid-level developers.
- **Architectural Influence:** Collaborated with designers to ensure pixel-perfect, performant UI/UX while managing complex state-management and API integrations.

Apple Roles (Genius + QA Engineer Intern) | *Apple 2012 – 2017 · Austin & Cupertino, CA*

- **Corporate (Cupertino):** Maintained the Apple Store app at HQ, building automated test scripts to ensure high-availability releases.
- **Retail:** Diagnosed complex hardware/software issues and mentored peers on technical troubleshooting workflows.

Technical Skills & Certifications

- **Certification:** Google Professional Machine Learning Engineer
- **Cloud & AI:** GCP (Vertex AI, BigQuery, Dialogflow), Firebase, GenAI Strategy & Implementation
- **Engineering:** React, React Native, TypeScript, Web/Mobile Architecture, CI/CD, Infrastructure as Code
- **Leadership:** SOW Authoring, Client Discovery, Team Management, Public Speaking