

MATTHEW BARTA

Senior Product Manager

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Summary

User obsessed Senior Product Manager with 15+ years of experience leading full product lifecycles across fintech, SaaS, enterprise non-profit and lending. I bring a systematic, user-driven approach to product development; owning everything from discovery to launch, team alignment, and iteration. I've refined both B2B and DeFi initiatives, shipping zero-to-one products, modernizing legacy systems, and enabling growth through strong UX, clear documentation, and cross-functional collaboration.

Experience

Product, Program and Project ethos - Building blocks for (MLPs) Most Lovable Products.

- In-depth Insights: Prioritize curiosity, empathy, and user profiles to deeply comprehend product needs, users, and problem-solving. Keep strong focus on UX/UI.
- Vision and ideation: Utilize primary data and analytics to collaborate and develop clear, purpose-driven product paths through effective brainstorming.
- MSP and road-mapping: Collaborate with a dynamic team to create a well-communicated, robust, and aligned product roadmap that enhances user experience.
- Continuous iteration: Drive success through retrospectives, lean Agile, and project management, fostering healthy growth informed by customer insights.
- Exceptional communication: Cultivate strong written and verbal communication skills, fostering meaningful conversations at all levels and across all groups.

Neon One — neonone.com

Product Manager

07/2023 - 01/2025

At Neon One we directed the industry in SaaS for SMB to Enterprise non-profit organizations and foundations, I was instrumental in leading the ideation, development, and launch of innovative product features.

- Guided the end-to-end overhaul of the Giving Days product, driving improved user experience and engagement by 15%.
- Championed partnership integration with Chariot DAFpay, enhancing donor experience and increasing platform competitiveness.
- Owned product strategy, roadmap alignment, and cross-team collaboration for high-impact launches.
- Introduced innovative fundraising tools that empowered individuals and teams to creatively engage donors through flexible giving experiences.
- Modernized a legacy fundraising platform into a scalable, self-service, and mobile-friendly experience, enabling organizations to better engage their audiences and manage events with ease.

Solana Sanctuary — solsanctuary.io

Product Manager

07/2021 - 07/2023

Solana Sanctuary was a blockchain startup focused on helping struggling NFT communities reclaim and rebuild their digital products.

- Managed development of on-chain DAO tools, blockchain backend services, and KYC protocols, resulting in 15+ successful project revivals.
- Built and represented a high-performing cross-functional team aligned to help build and help communities thrive in their rebuild efforts.
- Delivered blockchain-based solutions that balanced innovation with regulatory and user requirements while leading in forward facing industry standards.
- Worked with senior leadership to help secure our initial fundraising to launch our initial 0-1 products.

Genesis Financial — genesis-fs.com

Project Manager + PMO/PO/BA/PM/SCRUM-M/SQA/QA/OPS

03/2011 - 06/2021

Over ten years, I progressed through technical and leadership roles at Genesis, gaining a deep understanding of product lifecycle management, enterprise system architecture, and team operations. I validated transformation initiatives and launched the organization's PMO, driving process maturity and delivery excellence.

- Built the Project Management Office from the ground up, implementing frameworks that improved transparency and delivery velocity.
- Developed and executed detailed test plans for enterprise web and API-based platforms.
- Assisted with a large-scale modernization of core systems and APIs serving customer and partner needs.
- Collaborated with developers and BAs to identify bugs, reduce release cycles, and improve QA standards.
- Removed blockers, coached team members, and helped reduce sprint spillover by 30%.
- Standardized documentation, reporting, and stakeholder communications across the product organization.

Goals

Goals- Product Management

As a Product Manager, I focus on building products with a clear end-to-end vision; from identifying real market needs to launching clean, user-centered solutions. I bring a systematic approach to product development, backed by UX research, clear documentation, and tight collaboration with engineering, marketing, and sales. I've worked across fintech, SaaS, and blockchain, and I'm especially motivated by solving complex problems in fast-moving, technical environments of any kind.

Team Goals

- 💎 Foster a safe, engaging work environment that encourages creativity, personal growth, and autonomy, recognizing that trust leads to innovation and value creation.
- 💎 Maintain alignment with organizational, product, and vision goals, ensuring clear communication of objectives for focused and effective team tactics.
- 💎 Prioritize robust and open communication within the team and across the business, as exceptional communication is crucial for the success of programs and meeting deadlines.

My Life Philosophy

Confidence through posture: **Truth through Perspective:**

Find me online

- My website
<https://www.mastjoba.dev/>
- LinkedIn
<https://www.linkedin.com/in/matthewbarta/>
- Twitter
https://x.com/angered_bees

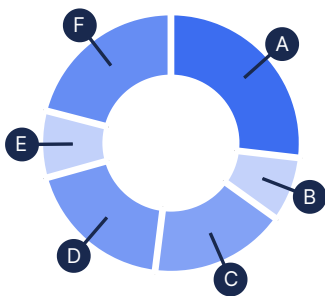
Education And Certifications - Agile Product Focused

- PMC-I Product Manager : PI
- HONORS AAORT FROM PCC
- CAL-E Agile Leadership Essentials
- PMC Level II - Product Manager : PI
- CSM - Certified Scrum
- CAL-T Agile Leadership for Teams
- SAFe 5 Agile Product Management
- ACSM - Advance Scrum Master
- SAFe Agilist Certification

Volunteering

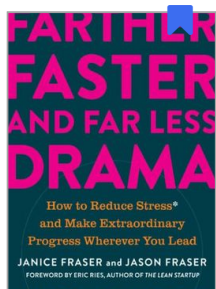
- WFB**
Washington and Oregon Food Banks
Quarterly efforts running to the OFB to do various tasks depending on need!
01/2018 - 02/2025
- Red Cross**
Blood Drive Chair
Chaired, organized, ran and promoted onsite blood drives to support the Red Cross!
03/2011 - 03/2020

My time

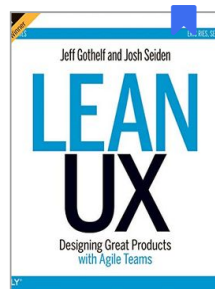


- A** Hanging out with my dogs
- B** Music
- C** Cooking
- D** Continuous self-improvement
- E** Keeping my home beautiful
- F** Hiking / Trail Running

Books



Farther Faster And Far Less Drama
Janice Fraser



Lean UX
Jeff Gothelf, Josh Seiden



Fall In Love With The Problem, Not The Solution!
Uri Levine

My Core Focus And Strengths

Agile · User Experience · Mockups · Program Management · MVP's · Wireframes · Agile Development · Identifying Risks · Communication · Risk Management · Process Improvement · Lean · UI · UX · AB Testing · User Story · B2B · OKRs · Remove Impediments · SLAs · Fintech · Backlog Refinement · Business Strategy · Workflows · Stakeholder Management · SCRUM · Focus Groups · Customer Success · Usability Testing · Continuous Improvement · Client Management · Persona Building · Product Design · Customer Engagement · Product Roadmap · Analytical Data · Start-Up Environment · Test Plans · Market Research · User Research · SaaS · Sprint Planning · Pendo · Navan · Solving Problems · Cross-Functional Teams · Competitive · Pricing · Customer Retention Tactics · Blockchain · SDKs · SQL · JIRA