

# MATTHEW GREG KRIEGER

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## TECHNOLOGIST | EXECUTIVE | FOUNDER | ADVISOR | BOARD DIRECTOR | PRESENTER

Technology and manufacturing executive with native and deep technology background spanning engineering, operations, and P&L leadership. Experience applying software, data, and AI to industrial and enterprise environments, with additional depth in enterprise IT, business-technology strategy and nonprofit governance. Regular presenter/speaker to executive and industry audiences.

Core Capabilities	Technical Capabilities
<ul style="list-style-type: none"><li>• Consulting and advising</li><li>• Business and technology leadership, strategy and governance</li><li>• Portfolio and program management</li><li>• Process development and change management</li><li>• Financial management</li><li>• Nonprofit leadership, strategy and governance</li><li>• Speaking, presenting</li></ul>	<ul style="list-style-type: none"><li>• AI</li><li>• Application architecture and software development</li><li>• Cloud</li><li>• Infrastructure and operations</li><li>• Information security</li><li>• Networking</li></ul>

## Professional Experience

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### COBER, INC., Milford, CT

*Cober is an engineering and manufacturing company producing large-scale industrial heating technology and equipment.*

Apr 2010 – present

#### President and Chief Technologist

Lead technology strategy, engineering and product development.

- Driving data science/analysis initiative related to machine operations and performance
- Drove development of industrial IoT (IIoT) product for operational data collection, analytics and failure notifications
- Drove engineering and development information products - remote machine diagnostics and preventative maintenance notifications
- Launched two new industrial heating technology products
- Through technology and sales leadership, grew penetration to new markets, resulting in 35% revenue increase over 2.5 year period
- Won largest ever (worth 1.5X typical annual revenue) engineering & manufacturing program for multi-billion dollar customer
- Via technology and process innovations, grew revenues of most profitable product line by 35% and increased profitability by 20%
- Implemented on-demand, variable cost model for acquiring domain-specific technical capabilities, scientific knowledge and customer process engineering skills, reducing engineering costs by 25%
- Improved design processes resulting in 25% reduction in engineering time and 15% reduction in per-program manufacturing time
- Substantially developed talent and capabilities of engineering team

### Whysper (<https://whysper.io>)

*Whysper is a SaaS platform allowing the consumption of text content as high quality text-to-speech.*

Dec 2020 – present

#### Founder

### TIME, INC., QSP DIVISION (acquired from The Reader's Digest Association in 2008), Pleasantville, NY

*QSP was the largest youth fundraising company in the US with ~\$350MM in revenues and 450+ sales reps throughout the US and Canada.*

Aug 2007 – Jul 2009

#### Senior Director, IT and Chief Technologist

Responsible for overall IT operations, technology and strategy. Led application development and IT operations including fulfillment system and customer service. Led Internet technology and sales system development. Liaison to strategic customers. Budget responsibility of \$5MM+.

- Led team of 40 application developers, architects and analysts across 3 locations in US+CA
- In partnership with Marketing, created and launched strategic service offerings - online revenues grew from \$10MM to \$30MM

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- Drove ecommerce technology, development and operations serving 44k+ customers and 450+ person salesforce, including operations of fulfillment system which processed 9MM+ transactions in a 3 month period
- Developed strategic technology roadmap contributing to all-time high customer engagement of QSP online services
- Led development of enterprise architecture analysis for future-state fulfillment and sales system
- Led major systems integration initiative supporting migration of infrastructure from Reader's Digest to Time; 55+ applications, 450+ users and dozens of services were migrated ahead of schedule and with zero business interruption
- Spearheaded a sales/IT governance initiative resulting in 10% growth in adoption of online platform by sales force
- Directed several Reader's Digest-corporate taskforces associated with due diligence of acquisitions
- Served on RD corporate IT outsourcing leadership team, leading several initiatives including definition of future IT organization

**READER'S DIGEST ASSOCIATION, INC.**, Pleasantville, NY

Mar 1998 – Aug 2008

**Director, Global Platform Services** (Sep 2005 – Aug 2007)

Served on corporate IT management team. Led infrastructure shared services org. Defined and implemented infrastructure platform standards. Led ops for 15k sq. ft. data center supporting 5 businesses, 38 countries, 44 locations and 4500 users, including mgmt. of 700 servers. Directed DR program. Drove global IT governance initiatives. Budget responsibility of \$3MM+.

- Led team of 30+ infrastructure architects, data center and technical operations staff, project managers and administrators across 4 locations in US and Canada, including infrastructure teams of several subsidiaries
- Ran 15k sq. ft. global data center supporting all business units – 700 servers under management
- Defined and drove DR strategy and implementation resulting in decrease of recovery time objectives by 40%
- Chaired global Application Technology Council IT governance initiative resulting in reduction in licensing and labor costs of over 25%
- Served as internal consultant to Reader's Digest businesses on strategic technology adoption and integration
- Represented IT on Reader's Digest Culture Team, a CEO-led initiative aimed at building corporate culture and increasing loyalty

**Director, Architecture** (Aug 2003 – Aug 2005)

**Associate Director, Global Network Services** (Aug 2001 – Aug 2003)

Defined and drove technologies for global computing infrastructure. Ensured alignment of infrastructure and application development projects with business and IT strategic goals. Set strategy and defined and implemented processes for desktop management, software distribution and directory services.

- Designed, developed and implemented desktop standardization process used to deploy 4,000+ desktops and distribute 45,000+ applications across the world, resulting in 25%+ decrease in software licensing costs
- Developed and drove standard infrastructures, architectures and security best-practices for enterprise application development

**Senior Technical Consultant** (Apr 1999 – Aug 2001)

**Technical Consultant** (Mar 1994 – Apr 1999)

Provided technical leadership and counsel in strategic technology areas serving business globally. Served as internal consultant to IT and business on publishing technologies.

**UNIVERSITY OF CONNECTICUT**, Adjunct Professor and Consultant

Aug 1992 – May 1995

## Board Memberships and Advisor Roles

<b>Co-chair and Business Mentor</b> , SCORE Western Connecticut Chapter	Oct 2014 – present
<b>Advisor and Consultant</b> , Creative Coefficient	Dec 2024 – present
<b>Board Member</b> , International Microwave Power Institute	Feb 2022 – present
<b>Advisor and Consultant</b> , Tech 2 Success	Jan 2020 – present
<b>Advisory Council Member</b> , Southern Connecticut State University Computer Science Technical Advisory Council	Sep 2019 – present
<b>Advisor</b> , Cyber-Seniors	Jun 2019 – present
<b>Chairman</b> , Reader's Digest Partners for Sight Foundation (RDPFS)	Dec 2008 – present
<b>Director, Secretary and Chairman of Investment Committee</b>	Dec 2008 – Dec 2018
<b>Advisor and Consultant</b> , NeighborhoodPal	May 2021 – Oct 2022

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<b>Advisor</b> , Kids in the Game	Sep 2020 – Sep 2022
<b>Technology Strategy Advisor</b> , TeenSmart International	Aug 2016 – Aug 2019
<b>Advisory Board Member</b> , Baruch College Computing Center for Visually Impaired People	Oct 2020 – Jul 2019
<b>Technology Advisor</b> , wherelstand	Sep 2009 – Sep 2010
<b>Advisor</b> , Breakout Software	Aug 2002 – Sep 2004

## Education

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<b>M.S., Computer Science</b> , Polytechnic University (Polytechnic Institute of New York University), New York, NY	May 1994
<b>B.S., Physics</b> , University of Connecticut, Storrs, CT. <i>Graduated Honors Scholar</i>	May 1992

## Speaking

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- Panel moderator: 'AI's Impact on Application Development – Technical, Organizational, and Governance Perspectives' for the Society for Information Management
- Panel moderator: 'Integrating Accessibility at Scale' for the Vista Center's Sight Tech Global conference
- Panelist: 'Turning Data into Decisions - Analytics in Action' for UConn School of Business Digital Frontiers Initiative Smart Manufacturing Forum
- Unlocking AI: See What's Possible, Then Do It Yourself-A Demo-Rich Presentation
- Panelist: 'Navigating Uncertainty' for the Southern Connecticut State University School of Business Woodrow Wilson Center
- Panelist: 'AI and the Future of Manufacturing' for the M&T Bank Manufacturing in a New Day conference
- Panelist: 'Harnessing Big Data and AI for Strategic Advantage' for the Society for Information Management
- Leverage ChatGPT and AI Tools for Huge Productivity Gains - with Actionable Examples and Demos
- Software Development – Best Practices for Startups + Tech Executives to Avoid Pitfalls
- Bitcoin, Cryptocurrency and Blockchains - Terms and Concepts Decrypted
- From Zero to Cloud-Based Service: Tech Stack, Architecture and Lessons Learned
- Industrial Microwave Heating, Food Processing and the Industrial Internet of Things (IIoT)
- Industrial Microwave Heating and the Industrial Internet of Things (IIoT): Exploration of Technology and Business Opportunities
- IoT Security – More Complex Than It Seems (presented/keynoted at multiple IEEE conferences)
- IoT Security – A Manufacturing Company Case Study
- I'm a Technology Expert: Ask me Anything
- Lessons Learned from Running a Business: Mini Case Studies Covering Sales, Operations, Finance, Staffing, Technology and More
- Everything-as-a-Service – How Internet-Based On-Demand Services Can Lower Costs, Increase Productivity and Help You Deliver Faster
- Running a Business Post-COVID: Actions, Tactics and Questions
- Frequent presenter of SCORE Simple Steps financial workshops