

# Matthew Salem

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## SUMMARY

Senior Program Manager with 15+ years building customer experience programs, feedback systems, and cross-functional alignment across SaaS and B2B. Currently leading Eventbrite's Voice of the Customer program, creating infrastructure that connects customer insights to Product, Engineering, and Go-to-Market teams. Previously built GitHub's first global VoC program from scratch, reducing tooling costs by 38% and driving 11% CSAT improvement through scalable feedback systems and data-driven prioritization. Track record of building programs from zero, influencing decision-making, and translating complex customer signals into product decisions.

## EXPERIENCE

### Eventbrite

**Lead Program Manager, Voice of the Customer | Product Operations – New York, NY | Sept. 2025 – Present**  
*Establishing Eventbrite's centralized Voice of the Customer strategy, building systems for gathering, analyzing, and acting on customer feedback across the organization.*

- Designed end-to-end VoC operating model including feedback intake, taxonomy, analysis workflows, executive reporting cadence, and response processes.
- Own Eventbrite's NPS program end-to-end, from customer segmentation and survey design through implementation, analysis, and executive reporting. Accountable for NPS OKR.
- Conduct user research interviews with customers completing key flows, synthesizing qualitative insights into actionable product recommendations.
- Evaluated VoC technology stack and data pipelines, including survey platforms, analytics tooling, and AI-based text analysis, to enable scalable insight generation.
- Established executive reporting rhythms surfacing customer risks, friction points, and commitments tied to retention.

### GitHub

**Senior Program Manager, Voice of the Customer (VoC) – New York, NY | Mar. 2020 – Jul. 2025**

*Launched and scaled GitHub's first global Voice of the Customer program, embedding structured feedback systems across Product, Engineering, Support, and Revenue to inform roadmap decisions and improve customer experience.*

- Led selection and implementation of Medallia (feedback platform), integrating CSAT, NPS, and product survey data with text analytics to deliver actionable insights across teams.
- Supported enterprise product rollouts alongside Product, Engineering, Marketing, and Customer Success, defining readiness criteria, tracking release metrics, and enabling quick iteration based on early customer feedback.
- Led feedback collection for beta programs, surfacing friction points and testing assumptions before general availability.
- Delivered real-time customer insights through data pipelines and executive dashboards, enabling leadership to prioritize high-friction issues and track experience metrics at scale.
- Built internal insights engine using Python and LLMs to analyze unstructured feedback from community forums and social channels, consolidating tooling and reducing costs by 38%.
- Implemented automated Zendesk to GitHub integration to sync incidents with issues, enabling end-to-end customer communication and improving incident tracking by 20%.
- Partnered cross-functionally to increase Support CSAT by 11% through root cause analysis and targeted process improvements.

- Facilitated GitHub's Enterprise Customer Advisory Board, leading structured feedback sessions with strategic customers to validate product direction.

## SeatGeek

### **Product Manager, Payments & Third-Party Integrations** – New York, NY | Nov. 2018 – Jan. 2020

*Drove end-to-end product development for SeatGeek's B2B payments platform and third-party integration ecosystem supporting enterprise ticketing.*

- Owned and communicated the roadmap for payments and integrations, prioritizing initiatives based on business goals, partner needs, and technical feasibility.
- Unified consumer and enterprise payment flows through cross-functional coordination, reducing future integration time by up to 50%.
- Introduced Agile practices for integrations team, improving sprint planning, workload visibility, and delivery predictability.

## LinkedIn

### **Technical Services Manager, Commerce & Premium** – Sunnyvale, CA | Sept. 2014 – May 2018

*Connected customer data to product development and engineering to drive improvements in technical product quality and customer experience.*

- Aggregated and prioritized customer-impacting issues to guide quality initiatives, reporting product health through Tableau dashboards and executive summaries.
- Managed lifecycle of 1,000+ bugs across product and engineering, reducing bug introduction rates by 22% while maintaining 91% SLA compliance.
- Delivered prioritized customer insights using sentiment, volume, and revenue risk analysis to influence roadmap decisions.

## SKILLS AND TOOLS

Scaling Feedback Programs | Product Operations | Cross-Functional Alignment | CSAT, NPS, CES | Text and Speech Analytics | User Research | Product Roadmapping | Agile Development Practices | Strategic Prioritization | Executive Communication | Data Analysis | SQL | Python | REST APIs | Tableau | Power BI | Looker | Salesforce | Medallia | Qualtrics | Zendesk | Jira | Linear | GitHub | GitHub Copilot | Claude Code | Codex | ChatGPT

## EDUCATION

- William Paterson University – Wayne, NJ – Major: Communication
- Lincoln Technical Institute – Paramus, NJ – *Completed a 900-hour technical program focused on networking, security, PC support, and customer service.*