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## PROFESSIONAL SUMMARY

9-year data analyst with deep PIM/MDM experience and recent depth shipping production AI tools that move real business metrics. Career loop, applied at increasing scale: analyze, build the workflow or tool to solve, ship, measure, iterate.

In week one of 1A Auto's Claude Code Enterprise rollout, built the first internal app on the platform: SKU-level return-rate analytics tied to P&L for the first time, presented to the CEO and two directors. Shipped ~10 more internal AI tools since; the toolchain contributed to Amazon return rate dropping 13% to 9% at a \$250-300M ecommerce parts retailer. Co-founder of LoanFlow (Python/Flask + Anthropic SDK + Ollama document workflow); first live loan closed April 2026.

Open to: Data Governance, FDE, AI Deployment, Principal Data Analyst, Solutions Engineer.

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## SELECTED PROJECTS

- Internal AI Tooling at 1A Auto - Roughly ten tools built over the past three months (return-rate analytics presented to CEO and two directors, Vendor Product Analysis, SKU Re-Sourcing, Amazon Title App, Amazon cross-check scraper, Fitment Scraping Tool). Combined impact: drove Amazon returns from 13% to 9% at a \$250-300M retailer so far. All shipped end-to-end (scope, build, deploy, measure adoption) in coordination with IT, dev, and data teams.
- LoanFlow Co-Founder - Partnered with my loan officer to build a wholesale mortgage application platform. Scoped, built, deployed, and iterated end-to-end with Claude Code as the dev accelerant. MISMO 3.4 XML export (industry standard data) integrates with Calyx Point, UWM, and other LOS/Underwriting software. Live in production: conversational AI pre-qualification chat that populates the borrower application; Ollama-based document checking, verification, and sorting workflow. First live loan closed April 2026. Plaid integration and autonomous document-fetching agent on roadmap.

## PROFESSIONAL EXPERIENCE

### PRODUCT SPECIALIST/CATEGORY MANAGER | 1A AUTO | JULY 2023 - PRESENT

Product Specialist and Category Manager for multiple product lines (HVAC, fuel lines, mounts, emissions control, weatherstripping) at a leading ecommerce automotive parts retailer. Own category strategy, a 37-vendor portfolio (11 overseas, 18 domestic, 8 dropship), and multi-channel publication across 1A Auto, Amazon, eBay, Walmart, and a dozen additional marketplace channels.

#### Key Responsibilities & Achievements:

AI-Enabled Analytics & Tooling - All scoped, built, shipped, and adopted in direct coordination

with IT, dev, and data teams.

- Built a return-rate analysis app in week one of 1A Auto's Claude Code Enterprise rollout, tying SKU-level return rates to profit-and-loss data for the first time; presented findings directly to the CEO and two directors. Combined with the Amazon Title App I built afterward, has helped drive Amazon returns from 13% to 9% at a ~\$250-300M retailer. The app drives weekly work identification that I distribute across my team, serving as an informal adoption beachhead trusted by my director inside an AI-skeptical environment.
- Built a vendor-selection toolchain for proactive category management: a Vendor Product Analysis tool that pre-researches competitor SKUs during sourcing (surfacing cost and price-competitiveness risk before order commitment, replacing a chance-based post-order mapping process), and a SKU Re-Sourcing tool that weighs vendor options by base cost, tariffs and duties, and MOQs to calculate true per-unit savings (replacing manual spreadsheet work).
- Built a marketplace and data-quality toolchain: an Amazon Title App that pulls taxonomy and SKU data to propose improved Amazon listing titles (started as a dev-team demo improvement, then fully rebuilt by me once I realized only the product team has visibility into which data points actually matter for title quality); an Amazon cross-check scraper that validates 1A's product database against Amazon's database and live listing pages; and a Fitment Scraping Tool that pulls OE and competitor fitment data to surface incorrect or missing fitment in our catalog.

#### Data Governance & Cross-Functional Oversight

- Track and maintain visibility over product information, MDM health, and publication workflows across data and IT teams; partner to escalate, diagnose, and resolve downstream issues that affect user experience and brand health.
- Partner with third-party data fulfillment vendors and internal customer-service teams to route product-data escalations to the right owner and close them quickly.
- Feed granular data issues back into root-cause analysis so systemic problems are fixed once rather than patched repeatedly.

#### Vendor Management & Strategic Sourcing

- Manage relationships with 11 overseas vendors, 18 domestic vendors, and 8 dropship vendors across multiple product categories.
- Source new vendor opportunities by finding and evaluating potential partners, assessing SKU offerings versus current product line coverage, and negotiating pricing and shipping agreements.
- Maintain strong communication and teamwork with vendor partners to facilitate new product launches while improving quality, data, and fulfillment of current offerings and systems.

### **INDEPENDENT SALES REPRESENTATIVE | SIRGE INC. | JANUARY 2025 - PRESENT (PART-TIME)** - Part-time contract sales representative for e-commerce CRO.

#### Outbound Sales & Lead Qualification

- Author outbound post-audit nurture sequences positioning Sirge's published case studies (up to 9x+ conversion-rate lifts, up to 10x revenue increases) to qualify inbound leads.
- Book ~40 discovery calls and store-redesign demos per month via Calendly, with ~20

qualifying for the sales team's pipeline.

- Deliver written CRO audit findings and project scoping to prospective clients.

## **PAST EXPERIENCE**

### **CATALOG ANALYST to SENIOR CATALOG ANALYST | FLEETPRIDE | FEBRUARY 2018 - JULY 2023**

Progressed from Catalog Analyst (Feb 2018 - Feb 2020) to Senior Catalog Analyst (Feb 2020 - July 2023). Managed FleetPride's Product MDM/PIM system for companywide internal systems and sales websites in support of 400+ branches and 7 Distribution Centers. Led efforts for Brand, Part Type, and Attribute Hierarchy, as well as management and enrichment projects. Grew from 0 to 1,083,655 eCommerce SKUs in my time at FleetPride.

#### Key Responsibilities & Achievements:

- Senior analyst on the team that grew FleetPride's online listing from 500,000 to 1,083,655 online parts in 12 months, driving eCommerce from 10% to almost 30% of company total sales. Managed ongoing maintenance of product database containing 1,083,655 website parts and 1,354,137 internal POS system parts. Oversaw management and growth of 5,696,578 Application records, 11,424,204 Interchange records, and 350,000 digital asset/image records.
  - Lead data analyst on the team that built FleetPride's in-house SQL-backed product MDM platform from scratch, ingesting industry data standards via SQL XML shredding and automated ETL; then partnered on migration into Stibo STEP and managed focused and bulk data workflows post-cutover.
  - Customer-side SME inside Stibo Professional Services consulting sessions throughout the STEP migration, teaching our legacy data model and ingestion patterns so the deployment captured business-critical nuance correctly.
  - Led Top 10% product enrichment project to Gold Standard, resulting in +10% YTD sales lift.
  
  - ServiceNow Manager for 14-person MDM department at 96% resolution rate (46% improvement since early 2022; avg response time dropped from 3+ weeks to under two weeks, often within 10 days).
  - Fielded product-data escalations from 400+ branches and 7 Distribution Centers, and collaborated with IT teams on downstream publication from STEP MDM to Salesforce/CloudCraze, COVEO, Boomi, and Akamai, handling errors proactively and reactively via root-cause analysis.
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## **CORE COMPETENCIES**

Claude API, Claude Code, Claude for Enterprise | Anthropic SDK / Python (Flask) | Internal AI Tooling Buildout (Scope, Build, Deploy, Measure Adoption) | LLM Integration (Claude, Ollama) | Prompt Engineering | Production AI Workloads & Cost-Shape Architecture | Category Management & Vendor Relationship Management | Strategic Sourcing & Negotiation | Product Information Management (PIM/MDM) | SQL & Database Management | Data Governance & Quality | Process Automation | Root Cause Analysis | eCommerce Operations | Customer-Side Enterprise SaaS Deployment | Cross-Functional Stakeholder Communication (Executive,

Technical, Operator) | Adoption & Change Management | Stibo Systems, ServiceNow, Microsoft Azure | MISMO 3.4 / PIES / ACES Data Standards

## **EDUCATION**

Bachelor of Science in Business Administration | May 2017 | Oklahoma State University, Stillwater, OK. Major: Management Information Systems | Specialization: Information Assurance