

Matthew Hirst
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PROFESSIONAL SUMMARY

Category Manager and Product Specialist with 9+ years across the heavy-duty and light-duty automotive aftermarket. Currently manage a 37-vendor portfolio at 1A Auto (11 overseas, 18 domestic, 8 dropship) across HVAC, Fuel, Mounts, Emissions, and Weatherstripping - day-to-day focus on import sourcing, private label expansion, and tariff/duty/MOQ-aware vendor selection. Recently shipped a portfolio of internal AI tools that directly support category work (vendor product analysis, multi-variable SKU re-sourcing, return-rate analytics tied to P&L) - work that contributed to Amazon returns dropping from 13% to 9% at a \$250-300M ecommerce retailer.

Heavy-duty depth from 5+ years at FleetPride, where I helped grow the online catalog from 500,000 to 1,083,655 SKUs in 12 months and took eCommerce from 10% to 30%+ of total company sales in support of 400+ branches and 7 Distribution Centers. Proven across PIES/ACES, MDM/PIM platforms (Stibo STEP), SQL-driven data workflows, and cross-functional partnership with IT, sales, and vendor partners.

EDUCATION

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

PROFESSIONAL CERTIFICATIONS

Aftermarket Data Standards 2.0 | Auto Care Association | June 2023
Introduction to ACES and PIES | Auto Care Association | June 2023

PROFESSIONAL EXPERIENCE

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

Category Manager for HVAC, Fuel, Mounts, Emissions Control, and Weatherstripping at a leading ecommerce automotive parts retailer. Own category strategy and multi-channel publication across 1A Auto, Amazon, eBay, Walmart, and a dozen additional marketplace channels.

Key Responsibilities & Achievements:

Vendor Management, Import Sourcing & Private Label Expansion

- Manage 37-vendor portfolio across multiple product categories: 11 overseas vendors, 18 domestic vendors, 8 dropship vendors.
- Source new vendor opportunities (overseas and domestic) by evaluating SKU coverage versus current product line, negotiating pricing, MOQs, and shipping terms, and assessing tariff/duty exposure to calculate true per-unit landed cost before commitment.
- Drive private label expansion across managed categories to improve margin mix while maintaining brand quality and warranty standards.
- Maintain direct vendor partnerships to coordinate new product launches and continuously improve quality, data, and fulfillment of current offerings.

Category Management & Product Line Expansion

- Own category strategy and inventory health across all managed product lines and across all marketplace channels.
- Conduct holes analysis to identify gaps in market coverage, quality, product metadata, and digital assets; execute targeted product line expansion to close them.
- Source private label and name-brand parts to expand category lines and achieve a healthy private label mix.

AI-Enabled Category & Sourcing Tooling

- In week one of 1A Auto's Claude Code Enterprise rollout, built a return-rate analytics app that tied SKU-level return rates to P&L data for the first time; presented findings directly to the CEO and two directors. Combined with the marketplace tooling I built afterward, helped drive Amazon returns from 13% to 9%.
- Built 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.
- Built 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 comparisons.
- Roughly ten internal AI tools shipped end-to-end (scope, build, deploy, measure adoption) across category, marketplace, and data-quality workflows in coordination with IT, dev, and data teams.

Dropshipping Program Management

- Manage end-to-end dropshipping program for 8 vendors - selection, onboarding, listing creation, pricing strategy, and ongoing operations to expand product availability while managing inventory risk.

Data, Systems & Cross-Functional Oversight

- Own production information, MDM, and publication management end-to-end - from creation through publication, partnering with data and IT teams and downstream systems; handle publication-impacting errors proactively and reactively.
- Feed granular data issues back into root-cause analysis so systemic problems are fixed once rather than patched repeatedly; manage higher-level customer service escalations through personal fulfillment or delegation.
- Manage, review, and coach third-party data fulfillment partners to ensure quality standards are met.

SENIOR CATALOG ANALYST | FLEETPRIDE | FEBRUARY 2020 - JULY 2023

Senior Catalog Analyst managing FleetPride's heavy-duty truck parts Product MDM/PIM system for company-wide internal systems and sales websites in support of 400+ branches and 7 Distribution Centers. Led Brand, Part Type, and Attribute hierarchy work, enrichment project management, and customer-side SME work through the Stibo STEP migration.

Key Responsibilities & Achievements:

- Senior analyst on the team that grew FleetPride's online listing from 500,000 to 1,083,655 parts in 12 months - driving eCommerce from 10% to 30%+ of total company sales. Managed ongoing maintenance of the private label and aftermarket product database: 1,083,655 website parts and 1,354,137 internal POS parts; oversaw 5,696,578 Application records, 11,424,204 Interchange records, and 350,000 digital asset/image records.
- Customer-side SME inside Stibo Professional Services consulting sessions throughout the STEP migration - taught our legacy data model and ingestion patterns so the deployment captured business-critical heavy-duty nuance correctly.
- Directed Brand, Part Type, and Attribute hierarchy and taxonomy work; led Top-10% product enrichment project to Gold Standard, resulting in a 10% YTD sales lift.
- ServiceNow Manager for 14-person MDM department at 96% resolution rate (46% improvement since early 2022; average response time reduced from 3+ weeks to under two weeks, often within 10 days).
- Collaborated with IT teams to troubleshoot and improve downstream publication between STEP MDM and Salesforce/CloudCraze, COVEO, Boomi, and Akamai.
- Managed vendor brand product information onboarding through PIES and ACES industry data standards in direct collaboration with Category Managers and vendor partners; managed work and 25+ people across third-party data fulfillment partners.

CATALOG ANALYST | FLEETPRIDE | FEBRUARY 2018 - FEBRUARY 2020

Managed FleetPride's product database of 430,000 online heavy-duty truck parts and 4,124,794 total internal records as PIES Expert, sharing product information and publication responsibilities. Part of team that built first eCatalog from scratch.

Key Responsibilities & Achievements:

- Imported and managed product information from partner vendors using PIES and ACES industry data standards, automated via SQL; managed ETL procedures for AAIA database, ACES/PIES, and additional data sources.
- Established and managed the data service request portal using Monday.com, increasing resolution from under 25% to 60% within two weeks of request; owned the stand-up of a centralized product information issue resolution system.
- Conducted reporting and analytics to improve coverage for private label and vendor partner product listings.
- Designed, generated, and published KPIs to drive eCatalog Team work based on sales and product information metrics; developed automation procedures for common product workflow issues.

CORE COMPETENCIES

Category Management | Import Sourcing (Overseas Vendor Network) | Private Label Expansion | Tariff, Duty & MOQ-Aware Cost Modeling | Strategic Sourcing & Negotiation | Heavy-Duty & Light-Duty Aftermarket | Product Information Management (PIM/MDM) | PIES & ACES Data Standards | Stibo Systems (STEP) | SQL & Database Management | ServiceNow | eCommerce Product Management | Data Analytics & Reporting | Internal AI Tooling (Claude / Anthropic SDK) | Cross-Functional Collaboration