

Matthew Hirst

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PROFESSIONAL SUMMARY

9-year data analyst with deep PIM/MDM experience across automotive parts retail, plus recent depth shipping production AI tooling. Career loop, applied at increasing scale: analyze, build the workflow or tool to solve, ship, measure, iterate.

Currently Product Specialist / Category Manager at 1A Auto (the #1 private-label auto brand on Amazon). Previously Senior Catalog Analyst at FleetPride, where I grew the online listing from 500,000 to 1,083,655 parts in a 12-month senior stretch, driving eCommerce from 10% to nearly 30% of company's \$3B+ revenue. Strong in SQL, PIM/MDM, ETL/XML shredding, Stibo STEP migrations, and Python.

PROFESSIONAL EXPERIENCE

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

Product Specialist and Category Manager managing multiple product categories including HVAC systems, fuel lines, mounts, emissions control, and weatherstripping for leading ecommerce automotive parts retailer.

Key Responsibilities & Achievements:

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.

Category Management & Product Line Expansion

- Own category strategy for assigned product lines, maintaining current inventory health and driving product line growth across various marketplace channels. 1A Auto, Amazon, eBay, Walmart, and a dozen more.
- Conduct holes analysis to identify areas lacking in market coverage, quality, product metadata, and digital assets.

Dropshipping Program Management

- Manage end-to-end dropshipping program including vendor selection and onboarding, in coordination with our growing private label strategy and stocking best practices.

- Oversee SKU listing creation, pricing strategy, fitment metadata management, publication processes, and purchasing error handling.
- Optimize dropship operations to expand product availability while managing inventory risk.

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.

AI-Enabled Analytics & Tooling

- Built a return-rate analysis app during the first week 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.
- Leading ongoing buildout of AI-powered tooling across category workflows, including reporting, data enrichment, vendor evaluation, and work assignment across the team.

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

Outbound Sales & Lead Qualification

- Own post-audit lead nurture: author outbound follow-up sequences positioning Sirge's published case-study portfolio (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.
- Run outbound prospecting: ~50 curated contacts per week via lead scraping and domain-personalized email cadences.
- Deliver written CRO audit findings and project scoping to prospect stakeholders as part of the sales cycle.

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 fulfillment of enrichment projects.

Key Responsibilities & Achievements:

- Senior analyst on 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 PIES analyst on the team that built FleetPride's in-house SQL-backed product/vehicle PIM from scratch, ingesting industry standardized data (PIES/ACES) via SQL XML shredding and automated ETL; then helped migrate the data into Stibo STEP and managed focused and bulk data workflows, projects, and deliverables inside STEP post-cutover.
- Led Top 10% product enrichment project to Gold Standard, resulting in +10% YTD sales lift.

- ServiceNow Manager for MDM department of 14 people with 96% resolution rate. Improved resolutions by 46% since early 2022 and reduced average response time from 3+ weeks to under two weeks, often within 10 days; fielded and routed product-data escalations from 400+ branches and 7 Distribution Centers.
- Managed work and 25+ people through 3rd party data fulfillment partners, communicating project requirements and reviewing large datasets for quality assurance.
- Collaborated with IT teams to troubleshoot and revolutionize downstream publication from STEP MDM to Salesforce/CloudCraze, COVEO, Boomi, and Akamai; handled publication errors proactively and reactively via root-cause analysis to protect brand health.

CORE COMPETENCIES

Category Management | Vendor Relationship Management | Strategic Sourcing & Negotiation | Product Line Expansion | Dropshipping Operations | Product Information Management (PIM/MDM) | Data Analytics & Reporting | SQL & Database Management | Process Automation | Cross-Functional Collaboration | Root Cause Analysis | eCommerce Operations | Data Quality Management | Project Management | Microsoft Azure | ServiceNow | Stibo Systems | ETL Processes | KPI Development | Team Leadership | Problem Solving

EDUCATION

Bachelor of Science in Business Administration | May 2017 | Oklahoma State University, Stillwater, OK

Major: Management Information Systems | Specialization: Information Assurance