



# MATT RASAMOTO

ARTISANAL CRAFTSMAN OF THE BLEEDING EDGE

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## Executive Summary

An Emmy nominated creative director and senior technical manager with 25-years experience leading award-winning cross-functional teams: I'm a strong believer in lean-startup methodologies using agile to produce big results in very short sprints. My career has been focused on technology in entertainment. A hands-on self-starter with an entrepreneurial spirit, fluent with Adobe Creative Cloud, G-Suite, Microsoft Office, as well as a myriad of software packages used for content production, 3D, CAD, and code (PHP, MySQL, jQuery). I am certified for Google Analytics and as a PSM 1 scrum master.

## Professional Background

### Chief Technical Officer

*Fordings Innovate*

2020 to Current

Stuttgart, Germany

Developing technical aspects of the company's strategy and digital products. Discovering and implementing new technologies that yield competitive advantages with AR/VR, IoT, and Spatial Web. Leveraging analytics and stakeholder feedback to inform the necessary improvements and adjustments to technologies. Working with 3rd party companies to enhance workflows and provide superior digital products and support.

- Creating AR/VR/XR solutions for large companies and brands
- Leading development and fabrication of wearable devices
- Technology and product research and evaluation

## Additional Experience

### Director of Content Development and Production

*Strategic Partners Inc.*

2019 to 2020

Chatsworth, CA

Production and business vendor relations; using analytics to track video and podcast performance; created production pipeline; buildout and equipping video and podcast production studios; managing third party teams; content production for internal, social, and broadcast; documentary research; writing and script revisions; and road mapped the development of a niche network aimed at the medical community.

- Started SCRUBS Magazine podcast, a weekly telling of top stories from the leading nursing magazines
- Increased social media interactions by 100%
- Produced product videos, increasing B2C sales 3%

### Co-Founder

*Shadow Estate*

2017 to 2018

Los Angeles, CA

A very expensive crash-course in business, my responsibilities included: business development; marketing strategies; technical and creative consulting; managing day-to-day relationships with stakeholders, technical teams, and external partners; video production (filming, directing, editing); AR/VR consulting; video studio buildout; and managing fear.

- Consulting on creating and integrating AR functionality into eCommerce mobile app for Jet/Walmart
- Training and sales videos for ATV drums, Wast[ed], Eneo Labs

### Director of Innovation

*AT&T*

2015 to 2017

El Segundo, CA

Worked directly with senior and executive staff to create fail fast and short iterative prototypes for new products; drove implementation of key technical projects with both internal teams and outside vendors; researched new business investment and acquisition opportunities; cross-team and cross-functional collaboration on projects such as OTT, 3rd party device integration, ambisonic audio, mobile video, eye-tracking systems, and so much more, like actual mind control.

- Ran the only DIRECTV team considered for placement in the AT&T Foundry system
- Worked on the AT&T/TWE merger concerning digital content
- Produced AR for a nationally televised commercial
- Created AR/VR, IoT, 360° video experiments seen at SXSW, SHAPE, Nation Urban League, and more

**Founder**  
*Pie & Coffee*

2004 to Current  
Los Angeles, CA

My first small business venture creating and consulting on unique digital content production; business development and marketing strategies, training on new technologies/camera systems; consulting on digital production pipelines; scriptwriting and development; video production (including: traditional, AR/VR, 360° video, and point cloud); podcast production and training; eCommerce business development; website production. It's kind of a catch-all for my creative work.

- Consultant for Samsung Gear 360 camera
- Fullscreen media consultant: video technology, digital pipelines, 3D animation, Augmented Reality
- Podcast Producer for CEO of Otter Media/HBO Max, and All Things Comedy

**Director of Innovation**  
*DIRECTV*

2011 to 2015  
El Segundo, CA

Cross-functional team lead (2-17 person teams); business development and researching tech investment and acquisition opportunities; reported directly to VP and senior staff; new product evangelist for in-house, trade shows, special events, and conventions; video production producer; rapid prototype producer/developer for digital products, video production, new media including AR/VR, gesture recognition, autonomous vehicles, experiential marketing, geo-location, future of work, gaze tracking, 4K/8k video pipelines, etc.

- Produced BKB, the first VR boxing app: 40% penetration on all VR capable devices
- Introduced over 10,000 people to their first VR experience
- Helped kickstart initiatives like "Entrepreneur Within" program to promote internal innovation

## Honors & Awards

2016 & 2017	DIRECTV Entertainment Product "Groundbreaker" Award
2016	DIRECTV Award for Innovation
2010 & 2011	Dailey Advertising "Hero" Award
2006	Emmy Nominations:
	- Outstanding Achievement for Enhanced or Interactive e Programming New Delivery Platforms
	- Outstanding Achievement
	- Outstanding Broadband Drama

## Patents

2019	Autonomous Vehicle: Shared control of vehicle functions
2016	Geo-Targeting AR: Method of Capturing and Sending Content-Based on User Location

## Certificates & Training

2019	Google Analytics	Google	2019	Strategic Planning	LinkedIn
2019	Scrum PSM 1	Scrum.org	2019	Intelligent Disobedience	LinkedIn