

Matthew Frederickson

Spring, Texas | mattsfred@gmail.com | linkedin.com/in/matthew-frederickson29

EXPERIENCE

HP Inc.

May 2017 – Present

Channel Artificial Intelligence Senior Program Manager

Oct. 2024 – Present | Houston, TX

- Leading global executive stakeholder readiness and post-launch hypercare for Transactional Net transformation, building enterprise-wide escalation, communications, and support frameworks across 5+ organizations to manage compensation, target-setting, data-quality, and partner-performance issues impacting worldwide channel programs
- Designed & launched Amplify AI, HP's global channel AI program reaching 72%+ of addressable revenue & ~2.9k partners; partners generated \$399M NextGen AI PC revenue in 6 quarters, 8x higher than non-participants
- Redesigned HP's AI Hub to best-in-class enablement site with AI training, use cases, company journey maps, & community for channel AI thought leaders enabling over 6.9k users and 3.8k companies, & 22k page clicks
- Amplify AI awarded two 2026 Silver Stevie Awards for AI-Powered Sales or Service Solutions & for AI-Driven Culture of Innovation and the 2026 TechXcellence Partner Engagement Champion Award
- 2024 HP President's Club Award Winner, prestigious recognition given to high-performing employees delivering extraordinary results & demonstrating superior HP leadership qualities

Global Channel Strategy Program Manager

Dec. 2022 – Oct. 2024 | Houston, TX

- Formulated global capability assessment & framework for 600+ distributors & identify channel value creation opportunities
- Global Distributor Repository product manager ensuring accurate distributor data, tracking HP channel program eligibility, performance, & global distributor relationships
- Designed distributor landscape framework & drove ~20% global distribution landscape optimization, identifying 80+ distributors for exit, new geographic coverage opportunities, & product offering optimization
- Technical product manager leading team of 6 engineers & collaborating with super-users across various markets & product category teams to create internal global landscape tool

Commercial Services Channel GTM Strategy

Mar. 2021 – Dec. 2022 | Houston, TX

- Led research, design, & implementation of channel partner engagement program & platform based on LAER (Land Adopt Expand Renew) outcome-based sales framework for 1500+ top HP resellers
- Designed software & services partner compensation & benefits creating projected 20% 3yr. subscription growth
- Amplify Power Services Program Manager; designed legal & strategic coverage program for 3.5k+ affiliate partners
- Led partner advisory board for 15 HP partner C-level executives managing content, scheduling, & communications

PS Services Channel GTM Strategy & Business Development

May 2018 – Mar. 2021 | Houston, TX

- Led NPI & Channel Services Delivery program for channel partners; generating ~\$70M 5 yr. incremental revenues
- Directed GTM strategy for HP Partner Services Network, expanding global reseller & distributor delivery coverage & capabilities generating ~\$40M+ 5 yr. total incremental revenue
- Launched India & Southeast Asia installation services channel delivery pilot; onboarding & training 10 partners
- Coordinated WW research across 19 countries, 5 languages, 150+ partners delivering strategy defining insights
- Established WW Installed Base Optimization program improving refresh & renew conversion rates by 24% using end-customer registration data; driving ~\$15M annual incremental TCV

Worldwide Channel Go-to-Market Intern

May 2017 – May 2018 | Boise, ID

- Developed commercial growth-based incentive program driving \$35M+ in revenue growth
- Developed automated, efficient KPI report leading to improved BiC partner programs w/ annual revenue of \$419M
- Led research campaign on competitor services programs with revenues of \$2.4B
- **Lead inventor or co-inventor of 14 HP Utility Patents**

Archeio Systems LLC

Apr. 2018 – Mar. 2019

Owner/Co-Founder

Provo, UT

- Licensed innovative archiving & digitization technology; manufactured working prototype & developed B2B sales & as-a-service business models with 15 committed buyers/customers
- Presented solution to 300+ archivists at international archiving convention, Archiving 2018, in Washington D.C.
- Awarded NSF I-Corps startup grant from Rollins Center for Entrepreneurship & Technology for archiving start-ups

Pluralsight – BYU Capstone

Jan. 2018 – Apr. 2018

Senior Capstone Consulting Project

Provo, UT

- Provided market-based M&A valuations of 6 potential IT learning companies acquisition targets using McKinsey “7 S” framework & custom M&A criteria framework

- Pluralsight formed partnership with StackOverflow based on team recommendation as final major strategic move prior to IPO in May 2018 & acquired team-recommended company, GitPrime, post-IPO

Frederickson's Cherries

May 2000 – Jul. 2010

Owner/Founder

Orem, UT

- Founded, built, & expanded increasingly profitable 10-year cherry business, employing 3-5 temp workers
- Generated \$5.5K+ profits, sustained unique value through a low-cost, high value differentiation strategy
- Grew customer base from 20 to 250+; created high customer retention rates enabling sales of 500+ lbs. per summer

EDUCATION

Brigham Young University – Marriott School of Business

Aug. 2026 – Expected May 2028

- Master of Business Administration, 2028

Provo, UT

Brigham Young University – Marriott School of Business – 3.85 GPA

Aug. 2012 – May 2018

- Bachelor of Science in Strategic Management, 2018
- Dean's List; 4-time BYU Academic Scholarship; 5-time Utah Regent's Scholar
- Management Consulting & Business Strategy Club; case competition finalist: PWC, Adobe, Lucidchart, & HP Inc.

Provo, UT

VOLUNTEER AND SERVICE

Hikers Against Hunger

Jan. 2017 – Mar. 2018

Co-Founder

Orem, Utah

- Co-founded charity raising funds to combat homelessness through sponsored hikes, outdoor activities, & competitions

The Church of Jesus Christ of Latter-day Saints

Oct. 2013 – Oct. 2015

Voluntary Representative

Nuku'alofa, Kingdom of Tonga, South Pacific

- Led 26 volunteers of 6 nationalities on service initiatives across small remote islands in Tonga
- Service activities included language & religion teacher, farm work, translator, home repair, & natural disaster cleanup
- Built significant relationships with Tongan nobles & government officials; translator for United States Air Force & other national air forces providing free medical services
- Post-volunteer service, raised \$3.1K in 2 weeks for Cyclone Gita Relief, coordinated donations with Tongan officials to purchase 30 oil barrels powering water pumps for Mu'a, Alakifonua, & Holonga during crucial recovery months

PERSONAL

- Husband & father of three
- Avid traveler, outdoorsman, & athlete
- BSA Eagle Scout; Order of the Arrow Member; Medal of Merit for Meritorious Action recipient, 2013
- 4.2 High School GPA; Sterling Scholar; National Honor Society, Academic all-state; Award Winning Editor-in-Chief
- Fluent in Tongan language