

Matthew L. Bruce

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I will find the right answers, and the right questions, within your data.

TECHNICAL SKILLS:

- **Oracle:** Oracle 11g, SQL Developer, OBIEE, PL/SQL, Java (certified in 2000, at 1.3)
- **Microsoft:** SQL Server Management Studio, SSRS, VBA, MS Office
- **Data Formats & Report Tools:** XML/XPath, Crystal Reports, Informatica, familiar with Hadoop
- **Scripting and Front-End:** Perl, CGI, Unix shell, JavaScript, jQuery
- **IDEs and Version Control:** Eclipse, Perforce, CVS; familiar with Subversion

WORK EXPERIENCE:

Sony (Gracenote)

2009 - 2011

Senior Content Analyst

April 2009 - September 2011

Designed and delivered reports, both automated and self-serve, to answer questions like:

- What music is popular in China (or any other emerging market)? - *This enabled Gracenote content team to focus their editorial efforts on the albums/artists/songs that mattered most.*
- Which albums and artists would/should be in a region-specific Gracenote embedded database, and which ones need cover art, phonetic transcriptions, et al.? - *This provided appropriate content acquisition targets and budgetary estimates, and gave metrics for expected user experience that Product Marketing used in effective sales presentations.*
- Of people who listened to Lady Gaga yesterday, what music did they also listen to? -- *This enabled Gracenote's Media Technology Lab to sanity-check recommendation algorithms.*

Wrote web-crawling scripts to monitor 40-50 external music/video charts around the world.

Gracenote

2003 - 2009

Manager of Content Analysis

February 2005 - April 2009

As a one-man department, designed and delivered reports on the quantity and quality of Gracenote metadata. Used strong communication & time management skills to meet customer needs:

- Gracenote waveform/fingerprint coverage in 70 countries, as requested by Sony Ericsson.
- Lyric targeting and expected monetization, based on user search terms supplied by Yahoo!, to distinguish songs we needed to acquire/clear from songs not worth the effort.

Video Data Editor

December 2003 - February 2005

Supervised a team of four data processors to create Gracenote's first video metadata, covering 20,000 top DVDs. Set data standards, interfaced with a rental supplier, and defined a workflow from scratch, all to meet a customer's deadline for a product that hadn't previously existed at Gracenote.

Vectiv Corp.

Berkeley, CA

2002 - 2003

Senior Software Engineer: Built rapid data entry tool, site comparison report, and other features for Strategic Real Estate Solution -- B2B site selection product; customers included Apple, Dollar Tree.

OTHER PROFESSIONAL ACTIVITY:

National Academic Quiz Tournaments, LLC

1999 - Present

Member: Part of the premier supplier of college, community college, high school, and middle school academic trivia questions and championship tournaments. Responsibilities include:

- Question writing (personal output of ~100 questions per month), editing, and repeat-checking.
- Tournament directing, including the playoffs of our 224-team high school championship.

EDUCATION:

Boston University School of Law
Harvard University

Juris Doctor, 1999
B.A. in Mathematics, 1996