

Matt Elliott-Williams

Learning & Development and Data Strategist
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Summary

Learning and strategy professional with 14+ years of experience working at the intersection of learning, systems, and organizational behavior across large digital platforms. Experienced in identifying patterns in how people engage with tools, processes, and information, and translating those insights into clear, actionable strategies for diverse stakeholders. Skilled at operating in ambiguous, high-growth environments, building frameworks that support understanding, adoption, and change. Brings analytical rigor, strong documentation practices, and a collaborative, cross-functional approach to complex problems.

Strategy, Learning & Analytical Skills

- Translating qualitative and quantitative signals in strategic and educational recommendations.
- Analyzing learning, behavior change, and system adoption across organizations.
- Root-cause analysis and hypothesis-driven inquiry using large datasets.
- Investigative workflows, documentation, and sense-making in ambiguous environments.
- Data-informed storytelling for technical and non-technical audiences.
- Cross-functional collaboration across Product, Operations, Leadership, and HR.
- Design of monitoring, feedback, and improvement systems to support change over time.

Tools & Platforms

- **Analysis & Insight:** Python, SQL, Tableau, Salesforce, Qualtrics
- **Learning & Enablement Platforms:** Gong, Salesforce, Degreed
- **Workflow & Documentation:** Google Workspace, Jira, \LaTeX
- **Collaboration:** Slack, Zoom

Experience

Indeed

Strategist: Global Learning and Development, Leadership Enablement (10/2022–08/2025)

- Led strategic analysis of learning, behavior change, and system adoption across global Sales and Customer Success organizations.
- Designed decision-support dashboards in Tableau and Salesforce to surface adoption patterns, risk signals, and learning gaps, reducing manual investigation and reporting by **40+ hours per quarter**.
- Conducted root-cause analyses of performance and workflow breakdowns to inform leadership enablement strategies and targeted interventions.
- Developed evaluation frameworks integrating quantitative metrics with qualitative indicators to assess program effectiveness, system health, and behavior change over time.
- Established documentation standards for analysis and insights to support transparency, shared understanding, and repeatable decision-making.
- Partnered cross-functionally with Product, Operations, HR, and Executive Leadership to align learning goals, data signals, and organizational priorities.
- Supported the rollout and evaluation of AI-enabled tools (e.g., Gong Smart Trackers), emphasizing signal validity, ethical use, and meaningful impact on learning and performance.

Strategist: Global Product Commercialization, Incubator (05/2021–10/2022)

- Analyzed customer and internal adoption patterns to identify friction points affecting product learning and operational readiness.
- Built product health and adoption frameworks combining usage data with qualitative signals to inform roadmap decisions and enablement strategy.
- Re-designed onboarding and adoption workflows based on behavioral analysis, **reducing onboarding time by 83%**.
- Synthesized and communicated insights across Product, Sales, and Customer Success to support coordinated decision-making during early-stage commercialization.

Operations Specialist: Global Product Commercialization, Operations (04/2019–04/2021)

- Managed operational support for global digital product launches, ensuring data accuracy, reporting consistency, and aligned execution across teams.
- Acted as a cross-functional liaison between Product, Engineering, Sales, and Customer Success to resolve data discrepancies and workflow issues.
- Synthesized operational data and field feedback into actionable recommendations for platform improvements and process corrections.

University at Buffalo

Adjunct Instructor: Department of Music (2015–2018)

- Developed and taught music theory curricula in virtual and in-person classrooms.

University of Indianapolis

Adjunct Instructor: Department of Music (2011–2014)

- Developed and taught music technology curricula, including website design and digital audio workstations.

Outreach Coordinator (2011–2014)

- Built and facilitated arts programming for underserved communities.

Education

- Ph.D., University at Buffalo, 2021
- M.M., Butler University, 2010
- B.S., University of Indianapolis, 2005