



MATT RASAMOTO

Let's build something great.

me@drpunchman.com
(310) 5038229
[LinkedIn.com/in/DrPunchman](https://www.linkedin.com/in/DrPunchman)
Portfolio: [DrPunchman.com](https://www.DrPunchman.com)
Instagram: [@DrPunchman](https://www.instagram.com/DrPunchman)

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

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%

Additional Experience

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], Enero 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

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: <ul style="list-style-type: none"> - 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	Consulting Foundations	LinkedIn
			2019	Intelligent Disobedience	LinkedIn