

MATT RASAMOTO

RESEARCH • PITCH • BUILD • REPEAT

me@drpunchman.com
(310) 503-8229
[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 senior technical manager with 25-years experience leading cross-functional teams in: innovation, augmented and virtual reality development, IoT, OTT, web development, video game production, and app development. Currently co-authoring the North American innovation standards and practices document for the International Association of Innovation Professionals (IAOIP).

Professional Experience

Creative Technical Officer

Fordings Innovate

Mar 2020 - Current

Stuttgart, Germany

Developing technical aspects of the company's strategy and digital products. Discovering and implementing new technologies that yield competitive advantages with XR, Internet of Things, 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.

- Building pipelines for 360 outside-in video production for introducing live *holographic* content inside digital doubles
- Creating AR/VR/XR integrated solutions to resuscitate live-event attendance during the pandemic
- Leading development and fabrication of wearable devices to enhance online sales and video training
- Technology and product research and evaluation to provide best in class solutions for international marketing

Director of Content Development and Production

Strategic Partners Inc.

Jun 2019 - Jan 2020

Chatsworth, CA

Production and business vendor relations; using analytics to track content performance within the medical, school, and scientific uniform industry; created production pipeline; buildout and equipping video and podcast production studios; managing third party vendors (photographers, models, actors); 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 by 3% in 3 months

Co-Founder, Technical Lead

Shadow Estate

Jun 2017 - Feb 2018

Los Angeles, CA

A 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, budgeting); technical consulting focusing on startups and small businesses.

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

Senior Technical Manager: Innovation

DIRECTV/AT&T

Nov 2011 - Jun 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 and present recommendations to C-Suite; cross-team and cross-functional collaboration on projects such as OTT, 3rd party device integration (Samsung, HTC, Facebook, Google) ambisonic audio, mobile video, eye-tracking systems, brain-computer interface, AR/VR, gesture recognition, autonomous vehicles, experiential marketing, geo-location, future of work, gaze tracking, 4K/8k video pipelines, etc..

- Created AR/VR, IoT, 360° video experiments shown at SXSW, SHAPE, National Urban League, and more resulting in being the only DIRECTV team to be considered for placement in the AT&T Foundry system (skunkworks)
- Spearheaded the consulting team evaluating the TWE digital content library resulting in HBO Max
- Produced BKB, the first VR boxing app: 40% penetration on all VR capable devices
- Kickstarted initiatives like "Entrepreneur Within" program resulting in 100s of internal product submissions and a culture of innovation within DIRECTV

Director of Content Development

Pie & Coffee

Jul 2014 - Current

Los Angeles, CA

A consulting firm aimed at unique digital content production pipelines; product and marketing strategies, training on new technologies/camera systems; scriptwriting; copywriting; video production (traditional, AR/VR, 360° video, and point cloud); podcast production; website development; experiential marketing.

- Created Live Planet's experiential marketing and video production outline for 2022 World Cup
- GPT-2/GPT-3 Artificial Intelligence consultant for NBCU
- Consultant for Samsung Gear 360 camera, technical training and video production
- Fullscreen media consultant: video technology, digital pipelines, 3D animation, augmented reality
- Podcast Producer for Otter Media, HBO Max, and All Things Comedy

Lead Developer

Dailey & Associates

Jan 2009 - Nov 2011

Los Angeles, CA

Lead a cross-functional team of designers, developers, copywriters, and managers creating multi-million dollar digital content (Hulu, Intuit, Wonka, Dole, Nestle, Honda Powersports). Managed 3rd party vendors and relationships with outside service providers. Produced multi-user rich-media engagements for websites (AOL, NBC, Yahoo) Research and development lead on special projects: augmented reality, 3D engine development (<40kb), template for regional video distribution, etc.

Honors & Awards

2016 & 2017	DIRECTV Entertainment Product "Groundbreaker" Award
2016	DIRECTV Award for Innovation
2010 & 2011	Dailey Advertising "Hero" Award
2006	Emmy Nomination:
	- Outstanding Achievement for Enhanced/Interactive New Delivery Platforms
	- Outstanding Achievement Non-Traditional Delivery Platforms

Patents

2021	Vehicle Subsystem: Shared control of vehicle functions
2019	Position Determining Equipment: Shared control of vehicle functions
2016	Geo-Targeting AR: Method of Capturing and Sending Content-Based on User Location

Certificates & Memberships

2019	Scrum Master PSM I	Scrum.org	2020	Innovation Professionals	IAOIP
2019	Google Analytics	Google	2021	CinePaint Development Member	CinePaint
2021	Mentor-Advisor	Black Tech Mentorship Program			

Skills

Google Suite	SmartSheet	JavaScript	UI/UX	Ambisonic Audio
Microsoft Office	ClickUp	PHP	Technical Writing	Fine Art
Adobe CC	JIRA	Python	Copywriting	Design