

# Matt Louden

Jacksonville, FL

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## Director / Engineering Leader

Technical leader with 16+ years building and scaling customer-facing platforms, HubSpot CRM ecosystems, and AI-enabled tools. Lead architecture and delivery across complex data integrations, cloud infrastructure, and automation - bridging product, engineering, and stakeholders to ship reliable systems in fast-moving environments.

## Professional Experience

### HIVE Strategy

#### Director of Development

Denver, CO (Remote/Hybrid)

Oct 2022 – Mar 2026

- Currently own technical strategy, architecture, and delivery across HubSpot ecosystems, AI-enabled tools, and cloud infrastructure.
- Lead end-to-end delivery for large-scale HubSpot implementations and custom integrations, aligning business goals with scalable technical design.
- Architect and maintain infrastructure (Ubuntu, NGINX, Docker) powering Node.js/Python services for internal tools and client deployments.
- Built/managed internal AI products (MarketingGrader.ai, BEEbugging) to automate workflows and improve delivery speed.
- Standardized engineering practices: secure deployment patterns, code review norms, environment parity, and operational runbooks.
- Mentor developers and coordinate cross-functional workstreams with stakeholders, reducing delivery risk and improving execution consistency.
- HubSpot custom integrations built: Avela, Thinkific, SchoolMint, Infinite Campus, Netsuite, Salesforce, Dynamics 365, and others.

### Sivecanons Agency

#### Senior Engineer

Jacksonville, FL

Oct 2020 – Oct 2022

- Delivered full-stack features for marketing and advertising clients across websites, CMS builds, and API integrations.
- Built/optimized custom CMS components and integrations to enhance tracking, analytics, and campaign performance.
- Improved performance and maintainability through refactors, optimization, and deployment workflow improvements.

## **AtreNet**

### **Senior Engineer**

Santa Cruz, CA (Remote/Hybrid)

**Sept 2014 – Jun 2020**

- Developed enterprise-grade websites and digital ecosystems for B2B tech brands.
- Implemented automated build/testing pipelines to increase release consistency and reduce launch regressions.
- Partnered with cross-functional teams to translate requirements into stable, scalable implementations.

## **OTT Communications**

### **Director of Programming**

Louisville, KY

**Jan 2012 – Nov 2014**

- Led full-stack development of digital products serving nationwide clients; owned technical execution and delivery quality.
- Managed priorities, delivery timelines, and platform improvements across multiple client workstreams.

## **Bluegrass Care Navigators**

### **Web Developer**

Lexington, KY

**Mar 2011 – Jan 2012**

- Relunched company website on Drupal and integrated with internal systems to streamline publishing and operations.

## **Trusted Health Products**

### **Web Developer**

Lexington, KY

**Dec 2009 – Mar 2011**

- Built e-commerce platforms for health and dental products (trustedhealthproducts.com, oramd.com).
- Developed an iOS app connecting users to approved dental professionals.

## **McDonalds**

### **Assistant Store Manager**

Lexington, KY

**Aug 2003 – Dec 2009**

- While attending college, helped run a franchise store and was responsible for all hires, schedules, and ordering.
- Before DoorDash, created and oversaw the "We Deliver" program in which the store delivered to students on the university campus.

## Core Skills

Node.js, TypeScript, React, Next.js, Python, PHP, HubSpot CRM, APIs, Custom integrations, System Design, API Integrations, Data Sync/ETL, Dedupe & Data Quality, NGINX, Docker (Swarm), Ubuntu/Linux, SSL/TLS, Observability/Troubleshooting, DevOps Automation, Security & Reliability, Technical Leadership, Solutions Architecture, AI Agents & Workflow Automation, LLM Integrations, Prompt Engineering, Retrieval-Augmented Generation, AI Evaluation/Scoring, Data Extraction (unstructured/structured), MCP server development, Tool/function calling, Agent orchestration, Model routing, AI guardrails / governance

## Impact Highlights

- Led technical strategy for multi-system HubSpot integrations and all AI tooling across agency and enterprise clients.
- Set up and managed all server infrastructure with 14 connected servers, using Ubuntu, NGINX, Docker, Node.js, and Python, which helped support hundreds of client websites, applications, and internally developed tools.
- Created several new internal AI products including MarketingGrader.ai and BEEbugging, tools that helped provide marketing insights for customers as well as streamlining internal processes.
- Established engineering best practices around security, scalability, and DevOps automation while mentoring developers on those processes as well as AI initiatives.
- Increased revenue from \$250K to over \$2 million while overseeing and being in charge of all development projects.

## Certifications

- HubSpot Custom Integration Accreditation - HIVE Strategy (2025)
- 25 active HubSpot certifications

## Education

University of Kentucky - Lexington, KY

- B.S. Computer Science, 2010
- B.A. History, 2007

## Notable Clients

CVS • Sony • Disney • Circle K • Bubba Burgers • Merative • ConcertAI • PathAI • Ad Astra • OnlineMedEd • Southern Nazarene University • CAQH • Zogo • Gordon Flesch • Pet Paradise • Emory University • Columbia Southern University