

Matthew Hutchings, BSc (Hons)

Business Manager, Project Manager, Software Engineer, Programmer

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Bournemouth / Croydon
Remote / Hybrid / 30m Dorset

Contract Roles Only
(Inside + Outside IR35)

Permanent Considered
With The Right Fit

With over **18 years of experience**, I am **passionate** about bridging the divide between cutting-edge technology and business objectives, and that's why I set up Fewzen Limited, a **technology consultancy** and custom software development. My expertise not only covers the **software development** lifecycle but also extends to improving **business performance** and customer satisfaction. Given my ability to transform complex challenges into streamlined solutions, where does my expertise fit within your business? How can my passion for the **big picture** and proven **problem-solving** have the most impact?

Soft Skills

Adaptability ★ - Give me any issue to solve and I will.

Navigated OpenCart migration for Live Clothing, showcasing flexibility in adopting new technologies.

Analytical Thinking - The devil is in the details, and so am I.

Custom build a Car Finance Broker CRM, analysing customer application data and agent performance across systems.

Communication ★ - I enjoy talking and listening

Directed SaaS platform demonstrations for ProcureHQ, effectively engaging with diverse audiences.

Creative Problem-Solving - Bet you my solution will be COOL!

Thinking outside the box is great, but building a new box is even better with developing new features. We can achieve more with fewer resources and better approaches

Customer Service Excellence - The customer is always right.

Increased sales growth at City Electrical Factors through outstanding customer relationship management.

Learning Agility - I don't know everything, and that's okay

Continuously expanding technical proficiency, currently focusing on Python, Node.JS, React, and large language models.

Leadership - Need Directions? Go Left.

Guided teams in Automotive Online Limited towards achieving project milestones and worked closely with them to build confidence.

Project Management - "To Me... To You" - Chuckle Brothers

Managed AllSaved Limited's internal system redevelopment, from planning through to successful deployment.

Curiosity ★ - A question a day keeps stagnation away.

Curiosity and inquisitiveness lead to new possibilities, and I am always asking questions. I enjoy wearing multiple hats - metaphorically speaking.

Resilience - Pressure? It's just another type of fuel.

Demonstrated in fast-paced environments, maintaining high performance under pressure.

Strategic Sales Skills - No's into not yet, and eventually, yes's.

Executed targeted sales strategies, significantly boosting client engagement and revenue for ProcureHQ.

Team Collaboration - Alone, we're voices; together, we're a harmony.

Contributed to a 10-person team enhancing a £20m/year e-commerce site, promoting a culture of continuous improvement.

Technical Skills

Back-end development & Server Management - Advanced Level ★

Experience with **PHP 5.3 - 8.3**, including working with **Laravel 6 - 11**, Magento 2 + 3, and WordPress 5 platforms for web development. Knowledgeable in configuring and managing web servers using Apache and Nginx.

Front-end Development - Medium Level ★

Proficient in HTML, CSS, and JavaScript, with advanced experience in Vue.js 2 + 3 for frontend. Experienced in using front-end frameworks: Bootstrap and Tailwind.

Database Management & Uptime monitoring - Advanced Level ★

Experienced in database design and management using MySQL 5.6 + 8, including views, and CTE.

Cloud Platforms (Mainly AWS) - Medium Level ★

5 years of self-taught experience using EC2, RDS, Lambda, SQS, SES, S3, CloudWatch, Transcribe, CloudFormation, VPC's, Route53

Package Management & Build Tools - Medium Level

Proficient in package management tools NPM, along with Webpack, yarn, and Vite for optimising build processes.

Development Practices & Tools - Medium Level

Practised in Agile methodologies, with proficiency in using collaboration and 11 years of version control tools like SVN, TRAC, GIT + GitHub, Bitbucket, Jira, and Trello.

Programming Concepts - Medium Level

Understanding of Object-Oriented Programming and Functional Programming. Limited experience in Test Driven Development. Basics of UML

Real-Time Communication & APIs - Advanced Level

Integrated various RESTful APIs and cloud platforms for enhanced web functionalities. Used real-time communication technologies including WebRTC, Pusher, and Ably for interactive web applications.

Continuous Integration & Deployment - Medium Level

Familiar with setting up CI/CD practices in GitHub and Bitbucket.

Operating Systems - Advanced Level

Comfortable working in various environments, including Windows, OS X, and Linux. Bash and Command Line for scripting, automation, and system management

Currently Learning - Beginner Level

Python + Node.JS + React + Typescript
Fine-tuning of self-hosted LLM models using Ollama on my M1 Macbook Pro

A Personal Note from Me: Beyond the code and the countless deployments, I find the true heart of innovation in the 'why' and the 'who' we're creating for. My journey through tech has been as much about the systems and algorithms as it has been about the people, the teams I've had the honour to lead, and the customers we've delighted. In every line of code, there's an opportunity to solve a real-world problem, to make someone's day a bit easier, or to bring a smile to a user's face. That's what drives me.

Relevant Experience

Senior Software Developer - Car Finance Broker - Fewzen Limited Client: Automotive Online Limited

JUL 2022 - MAR 2024

Technical Achievements: ★

- **Approved over 2,000 deployments:** to production in 18 months.
- **Created an internal CRM:** using Laravel + Vue 3 + TailwindCSS, integrating 10 existing APIs into one platform.
- **Launched an AI Chatbot:** Create an AI chatbot using Laravel + OpenAI + Twilio, making it smarter with fine-tuning for better answers. It books meetings and converses so well, - many customers think they're talking to a human.
- **Perfect Tailored Reporting:** With the CRM as the single source of truth of data - Providing detailed reports and insight the business had not had before - using MySql Views with custom filters like agents, date ranges, and data filters.

Advanced Features Implementation:

- Implemented call transcription and analysis using OpenAI, extracting actionable insights to improve service quality.
- Developed electronic contract signing functionalities, streamlining the document management process.
- Ensured a smooth transition from Vue.js SPA v2 to v3, adopting the Composition API for a more maintainable codebase.
- Leveraged Laravel to develop dynamic task list screens and an application page for efficient customer and task management.
- Integrated internal reporting features with Google BigQuery and Looker Studio for data analysis and insight generation.
- Performed in depth customer, agent, sales, and dealership data to identify opportunities for improvement and forecasting, aiding in decision-making and strategic planning.

Data Processing & Analysis: ★

- Prepared, cleaned, and normalised data for analysis
- Conducted data analysis for key departments to identify issues and areas for improvement, leveraging MySQL.

Stakeholder Engagement:

- Worked closely with a team of 10 non-technical stakeholders, ensuring project alignment with business goals and providing regular updates and training sessions to over 60 employees.
- Managed outsourced resources effectively while steering the internal team toward project milestones.

Infrastructure and API Development:

- Configured AWS services (RDS, Lambda, SQS, SES, Transcribe, S3, Lightsail) for scalable infrastructure.
- Refactored car search functionality to a RESTful API, enhancing system efficiency.
- Implemented an email marketing platform using Laravel for automated, event-driven emails.

Performance Analysis and Improvement:

- Participated in code reviews and combined solution planning meetings.
- Undertook comprehensive research on new IT software implementations to drive innovation and efficiency.
- Reviewed PPC campaigns to optimise marketing strategies, using Google Analytics 4 for enhanced tracking and analysis

Personal Project: Automating Accounts Payable SaaS Platform ★

Fewzen Limited Client

JAN 2018 - JAN 2020

I undertook a personal project aimed at addressing a common industry challenge: automating accounts payable processes within the construction sector. This initiative served as a practical platform for applying and refining my skills in software development and sales:

Technical Achievements:

- **SaaS Platform Development:** Conceptualised and developed a cloud-based SaaS platform for automating accounts payable processes within the construction industry, employing OCR and AI technologies for efficient invoice processing.
- **Email Integration:** Engineered a comprehensive email integration system supporting various protocols (Google Mail, Outlook, Yahoo, IMAP), facilitating the seamless ingestion and processing of invoice attachments.
- **Data Extraction and Workflow Automation:** Implemented advanced PDF parsing algorithms to accurately extract invoice data across diverse formats, coupled with a custom-built workflow engine to automate invoice routing and approval processes.
- **Software Integrations:** Developed and maintained integrations with major accounting software (QuickBooks, Xero, Sage 50, SimPro), enabling real-time data synchronisation and entry, thereby enhancing operational efficiency

Marketing & Sales Achievements:

- **Client Acquisition & Relationship Building:** Executed targeted in-person marketing strategies, including cold calling and networking, to identify and engage initial clients. Successfully built and nurtured relationships with potential clients, leading to the booking of face-to-face and virtual meetings.
- **Product Demonstrations:** Led product demonstrations in both face-to-face and virtual settings, effectively communicating the value proposition and functionalities of the SaaS platform to potential clients.

- **Sales Strategy Development:** Practised and tailored sales pitches to meet the specific needs and pain points of prospects in the B2B construction industry.
- **Networking & Engagement:** Leveraged professional networking opportunities to expand client base and develop long-term business relationships, demonstrating interpersonal skills and a strategic approach to sales.

Challenges Faced:

- **Data Accuracy:** Initial iterations struggled with the accurate extraction of invoice data due to the diverse formats and quality of scanned documents.
- **User Adoption:** Encountering resistance from potential users unfamiliar with cloud-based solutions, impacting initial uptake and engagement.
- **Integration Complexity:** Ensuring seamless integration with existing accounting software used by target clients, which varied widely in architecture and data standards.

Outcome

- The successful implementation of the SaaS platform across multiple construction companies not only marked a significant improvement in their operational efficiency but also my growth in tackling technical and market-driven challenges. This project was instrumental in my professional journey, reinforcing the importance of hands-on learning, continuous adaptation, and the practical application of new skills in real-world scenarios.

A Personal Note from Me: These experiences weren't just jobs; they were adventures that pushed the boundaries of what's possible in technology and business. They've left me with a toolkit of skills, a portfolio of solutions, and a heart full of stories. The journey was marked by significant challenges, such as ensuring data accuracy and encouraging user adoption. Overcoming these obstacles to see our platform improve our clients' operational efficiency was immensely rewarding.

<p><u>Junior Magento Software Developer - Digital Agency</u> ★ <u>JAN 2018 - JAN 2020</u></p> <ul style="list-style-type: none"> ● Led feature development from the backlog, contributing to the site's growth. My efforts involved close collaboration with product managers and UX designers to align new features with user needs and business goals. ● Code Reviews & Development Standards: Led code review sessions, establishing and enforcing high development standards within the team. ● Enhanced: a £20m/year e-commerce site as part of a 10-person team by prioritising the customer-facing features and getting the tasks in the sprint, and then activity marketing the new features to the email list. 	<p><u>Lead Software Developer - Allsaved Limited</u> <u>JAN 2020 - JUN 2022</u> <i>Fewzen Limited Client:</i></p> <ul style="list-style-type: none"> ● Process Automation: Developed a custom form processing application to convert multi page site surveys into JSON, automating subsequent processes for increased efficiency. ● Internal Website Deployment: Laravel and Vue within AWS Lambda and RDS environments to deliver internal websites. ● Stakeholder Engagement: Collaborated with 5 stakeholders, ensuring project success from planning to deployment and support. 	
<p><u>Account Manager - City Electrical Factors</u> <u>MAY 2016 - MAY 2017</u></p> <ul style="list-style-type: none"> ● Planned and Logged Calls: Organised daily customer interactions to maintain and develop customer relationships. ● Built Strong Customer Relationships: Cultivated lasting relationships with clients, enhancing customer loyalty and satisfaction. ● Drove Sales Growth: Increased sales volumes for the branch by 15% with both existing and new customers through strategic account management. ● Expanded Customer Base: Successfully grew the number of trading customers by identifying and opening new trade accounts. ● Leveraged Sales Experience: Utilised previous external sales experience to effectively manage and grow accounts. ● Utilised Product Knowledge: Applied basic knowledge of electrical installation products to better meet customer needs. 	<p><u>Trainee Graduate Programme - City Electrical Factors</u> <u>Jul 2014 - MAY 2016</u></p> <ul style="list-style-type: none"> ● Completed CEF's 'Aspire' Programme: Focused on developing future business leaders within the electrical supply industry. ● Engaged in Intensive Training: Across all facets of the business, from operations to strategic sales management, within a fast-paced environment. ● Gained Practical Experience: In branch operations, supply chain management, and customer service in a £4bn industry sector. ● Developed Commercial and Sales Skills: Leading to a role in sales management with a clear path for progression to Branch Manager. ● Enhanced Product Knowledge: And technical expertise, including a City and Guilds qualification through EDA product knowledge modules. ● Completed Leadership and Management Training: Preparing for high-impact roles in team leadership and business development. 	
<p><u>Sales Colleague - Currys - DSGi Retail</u> <u>SEPT 2009 - JUN 2013</u></p> <ul style="list-style-type: none"> ● Customer Needs Assessment: Engaged directly with customers to understand their computing needs, guiding them through the product selection process. ● Product Demonstrations: Demonstrations to showcase the features and benefits of various computing devices, aiding in informed decision-making. ● Recommendation and Support: Provided recommendations and support for computing products, enhancing customer satisfaction and confidence in their purchases. ● Demonstration Setup: Managed the setup of new product demonstrations, maintaining an up-to-date and engaging technology display area. 	<p><u>Junior Technician - Apple Service Provider - Amsys</u> ★ <u>MAR 2008 - SEP 2009</u></p> <ul style="list-style-type: none"> ● Initial Diagnostics: Conducted initial diagnostics to accurately identify hardware and software issues in Apple products. ● Parts Ordering: Responsible for ordering the necessary parts for repairs, ensuring accuracy and efficiency in the repair process. ● Component Installation: Installed new hardware components as required, adhering to Apple's strict quality and service standards. ● Software Troubleshooting: Performed software troubleshooting and installations, restoring functionality to devices. ● Testing and Quality Assurance: Conducted thorough testing of both hardware and software post-repair, guaranteeing the reliability and performance of Apple products. ● Customer Service: Provided updates and communicated with customers regarding the status of their repairs, ensuring a transparent and reassuring service experience. 	
<p><u>Bournemouth University</u> 2010 - 2014: Business Information Technology BSc (Hons)</p> <p><u>Coulsdon College</u> 2008 - 2010: BTEC National for IT Practitioners Additional A Level in Business Studies</p> <p><u>De Stafford School</u> 2003 - 2008: 7 GCSEs</p>	<p><u>Professional Development</u></p> <ul style="list-style-type: none"> ● Completed the Southampton Science Park Catalyst Programme while at ProcureHQ, a structured business acceleration initiative designed for high-potential startups in the technology and science sectors. ● Engaged in the Aspire Programme, a comprehensive leadership development initiative designed to cultivate future business leaders within the B2B industry. 	<p><u>Hobbies</u></p> <ul style="list-style-type: none"> ● Exploring PlayCanvas / Unreal Game engine to play with data in 3D. ● I find thrill and challenge in rock climbing, pushing my limits both physically and mentally. ● I am rubbish at DIY - But I love attempting anything. ● Gardening - but still can't achieve a nice green lawn - or keep plants alive.
<p>https://fewzen.com https://github.com/matthewhutchings</p>	<p>My SaaS App: https://procurehq.com</p>	<p>★ = Key Achievements (If I had to pick)</p>