

MATTHEW PERRY

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PROFESSIONAL SUMMARY

Visionary technology leader with 25+ years delivering enterprise-scale software solutions, AI innovation, and data-driven business transformation. Combines deep technical expertise in full-stack development, cloud architecture, and artificial intelligence with proven leadership of global teams (50+ resources) and multi-million-dollar initiatives. Recognized thought leader with a track record of driving \$10M+ in business impact through creative solutions, strategic partnerships, and executive-level influence. Navy veteran with a foundation in leadership, discipline, and mission-critical operations.

CORE COMPETENCIES

Leadership: Global Team Management • Strategic Planning • Budget Oversight • Vendor Management • Cross-Functional Collaboration • Mentorship & Training • Cultural Transformation

Artificial Intelligence: LLM Implementation (Anthropic Claude) • AWS Bedrock • Agentic AI • Knowledge Bases • Model Context Protocol (MCP) • Predictive Modeling • Machine Learning

Software Architecture: Full-Stack Development • REST APIs • Microservices • Java • Python • Cloud-Native Applications (AWS, Azure) • CI/CD • DevOps

Data & Analytics: SAS Viya • DS2 • Business Intelligence • Custom Dashboards • Data Engineering • Statistical Modeling • Real-Time Analytics (ESP)

Business Impact: Sales Enablement • Customer Engagement • Revenue Optimization • Executive Communication • Thought Leadership • R&D Collaboration

PROFESSIONAL EXPERIENCE

Director — Technical Automation & Technical Integrations

Holland America Line (Carnival Corporation) | Seattle, WA (Remote) | October 2024 – Present

- Lead a global team of ~50 professionals including managers, project managers, technical leads, and onshore/offshore engineers; oversee multi-million-dollar capital budgets.
- Pioneered enterprise AI strategy adopted across multiple Carnival brands (Holland America, Princess, Seabourn) and championed by CEO and Board of Directors.
- Architected and deployed production AI solutions using Anthropic Claude LLMs, AWS Bedrock (agents, knowledge bases, action groups), Step Functions, Lambda, S3, SES, and EC2.
- Delivered first proprietary AI products within the organization: Crew Onboarding automation, AskAnswers (ServiceNow-integrated knowledge base with chat interface), and intelligent outbound communication system.
- Established corporate-wide API development standards and Java microservice layer handling 10M+ daily transactions.
- Implemented Agile methodologies and governance practices using Jira and Confluence; drove consistent performance standards across distributed teams.

Senior Manager — Guest Commerce

Holland America Line | Seattle, WA (Remote) | April 2024 – October 2024

- Transformed automation practices from ad-hoc development to standardized, scalable processes enabling efficient multi-vendor collaboration.
- Designed and implemented revenue-critical systems including Shore Excursions and "Come Back and Sail" campaigns generating hundreds of millions in annual revenue.
- Developed AI-powered Crew Onboarding proof-of-concept that demonstrated significant business value, leading directly to promotion and creation of Technical Automation team.

Principal/Advisory Pre-Sales Technical Architect

SAS Institute | Cary, NC | 2016 – 2024

- Drove \$10M+ in pipeline and closed sales annually through 50+ strategic engagements with Fortune 500 clients including BNSF, McDonald's, FedEx, Carnival, Travelport, and UPS.
- Built custom analytics applications embedded in SAS Viya—replaced Palantir solution at BNSF, delivered price optimization UI for McDonald's (\$823K), and real-time bot detection for Travelport (\$3.6M deal).
- Developed predictive models and recommendation engines including shore excursion system deployed to 26 cruise ships and bot likelihood scoring processing 3,400+ transactions per second.
- Created Viya Data Editor (full CRUD application) evaluated by SAS R&D and Dr. Goodnight for enterprise deployment; authored SAS Console simplified analytics interface reviewed for public release.
- Served as Technical Account Manager for Carnival Corporation, rebuilding executive relationships and expanding SAS platform adoption organization-wide.

Principal Training Consultant

SAS Institute | Cary, NC | 2011 – 2016

- Ranked #1 SAS instructor globally in 2014 and 2015 based on customer evaluations and training effectiveness metrics.
- Developed and delivered SAS Demand Driven Forecasting course curriculum; taught globally across US, Helsinki, and Barcelona.

Senior Software Developer & Consultant

SAS Institute | Cary, NC | 2001 – 2011

- Led front-end development (Adobe Flex/Flash) for flagship products including SAS Drug Development and Contact Center Planning & Optimization.
- Architected BI dashboards and reporting engines for enterprise clients in healthcare, finance, and utilities sectors.

MILITARY SERVICE

Sonar Watch Supervisor & Sonar Technician

United States Navy | Jacksonville, FL | December 1993 – February 1999

- First sailor on the ship to qualify as Sonar Supervisor during first enlistment; led a team of 10 sonar technicians in mission-critical operations.
- Deployed to European locations in support of Operation Sharp Guard (NATO enforcement of UN sanctions in the Adriatic Sea).
- Qualified Enlisted Surface Warfare Specialist (ESWS).
- Received Navy and Marine Corps Achievement Medal and Letter of Commendation for exemplary performance.

AWARDS & RECOGNITION

- Top SAS Customer Advisory Performer of the Year (2021) - Top Global SAS Instructor (2014, 2015)
- Viya Thought Leader & Patent Contributor — Outlier Detection System
- \$3.6M Travelport Win — Real-Time Bot Detection System
- VIP Recognition by Carnival Cruise for Exceptional Client Impact
- BNSF Recognition for Continuous Improvement in Quality (CIQ) Application

EDUCATION & CERTIFICATIONS

MBA, Information Technology Management — North Carolina State University

BBA, Computer Information Systems (Honors) — James Madison University

Certifications: Advanced SAS Programming • Base SAS Programming • AWS Certified Cloud Practitioner