

Matt Gacek

Product Design, Strategy & Applied AI

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SUMMARY

Product, design, and value engineering leader with a foundation in architecture and experience across Salesforce, McKinsey, and Ivanti. Translate customer research and complex business needs into product strategies, prototypes, and adoption experiences. Combine multidisciplinary team leadership and executive facilitation with hands-on Codex-assisted development of internal tools and personal AI applications.

EXPERIENCE

Ivanti

Director, Value Engineering | 2021-Present

- Lead a five-person Value Engineering team supporting pre-sales and post-sales engagements across customer discovery, executive workshops, adoption planning, and value realization.
- Build internal prototypes and AI-assisted workflows with Codex, translating business process needs into functional tools, structured outputs, and demonstration experiences.
- Develop guided product education experiences using interactive tours, contextual walkthroughs, and task-based learning to help customers explore complex software capabilities.
- Standardized engagement playbooks, workshop outputs, executive summaries, and value frameworks for reuse across customer-facing teams.
- Partner with Sales, Customer Success, Product, and Enablement to connect customer priorities with product capabilities and practical adoption paths.
- Managed Customer Success Managers and helped develop adoption toolkits that translate product capabilities into business value and next steps.

McKinsey & Company

Associate Design Director, New Ventures | 2019-2021

- Led multidisciplinary Product, Design, and Engineering teams developing strategic frameworks, prototypes, and roadmaps that connected customer needs with business objectives.
- Facilitated executive workshops and research to align stakeholders on future-state experiences, investment priorities, operating concepts, and success measures.
- Created concept demonstrations, visual narratives, and experience roadmaps that helped leaders evaluate product opportunities and plan implementation.

EXPERIENCE / CONTINUED

Salesforce

Senior Product / Experience Strategist | 2015-2019

- Conducted qualitative and quantitative research to inform product strategy, customer journeys, and experience improvements.
- Facilitated design thinking workshops to define problems, evaluate options, and align cross-functional teams on action plans.
- Produced client-facing prototypes and concept demonstrations that made complex product ideas tangible for customer and product decisions.

Goettsch Partners

Designer | 2008-2015

- Developed architectural concepts, models, and client presentations for international high-rise projects, translating complex design ideas into clear visual narratives.

SELECTED PERSONAL AI PROJECTS

Command Center & Context Engine - Personal AI Workflow System

- Built a Codex-assisted dashboard connecting daily planning, structured context, reflection, and task handoffs; designed review checkpoints and boundaries between private source material and approved memory.
- Created structured context packs and reusable AI working patterns for planning, implementation, documentation, and review.

ThresholdLabs - Adaptive Cycling Coach Prototype

- Developed an AI coaching prototype combining athlete training data, wellness inputs, and LLM-driven analysis to generate readiness insights, workout guidance, and performance feedback.

CORE CAPABILITIES

- **Product and experience strategy:** Customer discovery, research synthesis, journey mapping, workflow design, prototyping, and product roadmaps.
- **Customer value and adoption:** Value engineering, solution storytelling, adoption planning, guided product education, and reusable field enablement.
- **Leadership and communication:** Cross-functional team leadership, executive workshops, stakeholder alignment, decision frameworks, and visual narratives.
- **Applied AI:** Codex-assisted prototyping, prompt and context design, AI-assisted recommendation workflows, reusable agent instructions, and human review checkpoints.

EDUCATION

DePaul University - B.A., Finance, 2012

IIT Institute of Design - Design Camp, Executive Education

Northwestern University - Product Design and Development, Executive Education