

# Matthew Hartley

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## Education

University of Colorado at Boulder

**B.S. Architectural Engineering**

Dec. 1997

Metropolitan State College of Denver

Jan. 1990 Jan. 1992

## Areas of Expertise

- Visual
- Photometry
- Corporate Education
- Manufacturing Process
- AGI32
- Leadership Development
- Process Development
- Technical Marketing
- Photometric Toolbox
- Project Management
- Strategic Planning
- People Skills
- Lighting Design
- Product Management
- MRP
- People Management

## Key achievements

- Received patent for design of custom light fixture 2009, US D597, 700 S
- Guest lecturer at University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- Elected SALC committee Chairman 2014-Present
- Appointed to the IES Education Review Council 2010 – Present
- Street and Area Lighting Conference lead instructor 2009-Present

## Training and mentoring

- Lead Instructor and Educational Coordinator SALC 2009-Present
- Guest lecturer at University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- SALC outdoor intermediate lighting class 2013- 2004
- Fundamentals of lighting for peerless seminar (Multiple Dates)
- Introduction to AGI32 lighting software class 2006, 2005
- Fundamentals of lighting (Lithonia): November 2002 (Outdoor Lighting), (HID and incandescent lamps and outdoor lighting) October 2000
- SALC advanced outdoor lighting class October Seminar 2003
- Lithonia Lighting Sports lighting design November 2001
- SCE&G outdoor lighting basics September 2001
- Survey of lighting class(Lithonia): lighting design; , June 2000 , Jan / July 2001 & Jan/ June 2003,
- Lighting basics class (Lithonia): June 2001 (lighting design), February 2001

(Lighting design), May 2000 (light and psychology/vision)

- SALC outdoor lighting basics class September 2000
- Outdoor lighting techniques (Granger) February, March 2000

#### **Professional Award And Honors**

- Brilliance Awards judge 2013
- Lightfair International Innovation Awards judge 2013
- Judged for the Robert Bruce Thompson Awards 2011
- Received IIDA Award of Merit for the exterior design of Boy Scouts of America Regional Volunteer Center project published in LD&A Sept 2005.
- Strathmore's Who's Who 2002-2003
- Attended and passed frontline leadership course (Zenger Miller) December 2001
- LC acquired in December 2000 and is current

#### **Other achievement**

- SALC committee Chairman 2014-2016
- SALC committee Vice Chairman 2012-2014
- SALC committee interim Secretary 2012
- IES Education Review Council 2010 - Present
- IES since 1995, Full Member 2002
- Chair of Automotive Retail Sales Lighting Committee 1999- 2016
- Education Sub-Committee Chair for the SALC 2004-2009
- Full member of Outdoor Environmental Lighting Committee
- Full member of Merchandise Lighting Committee
- Full Member SALC Planning Committee
- Full Member SALC Committee
- Have experience in Photopia optical software
- Advisory Member Office Lighting Committee
- To The Rocky Mountain Section Of THE IESNA CU IESNA Liaison 1995-1997

#### **Conference and presentation**

- Organized the CU student section to assist in the Tri-regional conference held in Denver May 1997
- Chair SALC Conference Committee 2009, Vice Chair SALC Conference Committee 200
- Co-authored paper: A Proposal for Automotive Retail Illuminance Guidelines, presented at New Orleans Conference August 1999

#### **Projects Design**

- Boy Scouts of America Regional Volunteer Center: Atlanta, GA
- Southface Eco Office: Atlanta, GA
- University of Virginia, Scotts Stadium: Charlottesville, VA
- UW Milwaukee Stadium, Milwaukee, WI
- Playa Vista Visitor and Community Centers: Los Angeles, CA
- Cancer Survivors Park: San Diego, CA
- Garden of Champions (tennis complex): Palm Springs, CA

#### **Project Management**

- Canada Line Light Rail Platform Lighting – Owner SNC Lavalin
- Georgia Dome Concourse Lighting– Owner Atlanta Falcons

## **Work Experience**

### **Matt Hartley Lighting Principal**

March 2013-Present

- Created a project Database that increased productivity, Billing and revisions by 30%
- Created a program to assist in aiming linear fixtures on curved surfaces with varying roll and tilt angles allowing for realistic design and renderings.
- Designed and built a 3d printer to assist in Rapid Prototype of Optical designs and Educational tools that have been used in several classes.
- Built a Spectrometer to assist in color measurements of LED sources.
- Completed over 2000 designs from simple offices to million dollar building campuses

### **SL BAGBY LLC**

Feb.2014-Sept. 2016

#### **Lighting Design Engineer**

- Created a Project Database that tracked projects from inception to sale, decreasing turn-around time by 15%, and tracking errors by 30%
- Worked with the Design team to create a master schedule that would balance the line card while streamlining the design process.
- Assisted in creating new procedures for the Design and Technical Integration teams that increased productivity by 25%

### **Energie International Collection Technical Product Manager**

February 2009-Present

- Created a product modification program that linked Customer Service, and Product Engineering together to reduce BOM errors and duplicate entries by 75%.
- Created a program to format IES files from European partners for the US market following a specific structure for all Energie fixtures, reducing the time to market by 75%.
- After initial downsizing took over 3 positions of Customer Service, Product Development, and Sales Management.
- Created new procedures for Customer Service that increased productivity and order entry by 20%
- Constructed a procedure and program to create an fixture in AGI32 using simple optical designs and converting them to usable IES files to verify the designs.

### **Peerless Lighting Specification Project Manager**

September 2007- November 2008

- Managed the design for the Georgia Dome concourse lighting renovation that included a 1 mile continuous fixture with a 1/8" variation where it connected to itself.
- Collaborated on a design for a transit fixture that was used in all of the light rail stations in Vancouver for the 2010 Winter Olympics.
- Created a program to manage modification which included real time updates through e-mail that increased collaboration response time by 25 %.

### **Lighting Analysts Manager Customer Care**

February 2005 – September 2007

- Created targeted testing program that decreased program errors by 50% and reduced time to market by 20%
- Assisted in Development strategies for AGI32 and Photometric Toolbox.

- Created 30 new objects for AGI32 including 8 realistic male and female models.
- Researched day lighting conditions to be visualized in AGI32 ray tracing option based on existing day lighting conditions.

### **Lithonia Lighting**

January 1998- February 2005

#### **Manager, Exterior Applications**

- Managed an average of 8500 designs per year for the group, of which I was responsible for 2500 of those projects.
- Created a logging program for projects submitted to Lithonia Lighting that reduced input and tracking errors by 35%.
- Worked with the outdoor group on new fixture design from an application perspective that improved design efficiency by 30%.
- Designed a program to convert over 100 sports lighting typical designs to a different fixture type in order to expand the offering to municipal customers on the website.
- Assigned all projects to the group based on their skill set and expertise.

### **Professional Associations and Community Involvement**

- Street and Area Lighting Conference: Chairman, Educational Coordinator, Lead Instructor, Planning Sub-Committee Member, Education Sub-Committee Member, (Past) Vice Chair, (Past) Education Sub-Committee Chair, (Past) Planning Committee Chair
- IES Full Member, (Past) Associate Member
- Committee Member Illuminating Engineering Society: Education Review Council Member, Outdoor Environmental Committee, Merchandise Lighting Committee, Office Lighting Committee
- Chairman Illuminating Engineering Society: Automotive Retail Sales Lighting Committee
- Illuminating Engineering Society Mentor
- International Dark Skies Workgroup member: Model Lighting Ordinance
- Past judge for Light Fair Innovation Awards
- Past judge for the Brilliance Awards
- Past judge for the Robert Bruce Thompson fixture design competition

### **Skills**

- Time management and reading proficiency skills
- Strong oral and written communication skills
- Critical thinking and research abilities
- Analytical thinking and problem solving.
- Leadership and interpersonal skills
- Commitment to tasks
- Computer proficiency skill
- Good attention to detail and excellent Supervisory skills
- Proven ability to make right decisions independently
- Demonstrated ability to work in stressful situations