

Matthew Hartley

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Education

University of Colorado at Boulder

B.S. Architectural Engineering

December, 1997

Metropolitan State College of Denver

January, 1990 January, 1992

Areas of Expertise

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

Key achievements

- Received Lifetime Service Award Street and Area Lighting Conference 2019
- Received patent for design of custom light fixture, US D597, 700 S 2009
- Guest lecturer at University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- Elected Street and Area Lighting Committee Chairman 2014-2016
- Appointed to the IES Education Review Council 2010 – 2017
- Appointed to Education Materials Review Committee 2017-Present
- Street and Area Lighting Conference lead instructor 2009-Present

Training and mentoring

- Certified instructor for IES SEM Courses 2017-Present
- Registered Course for IES "Photometry 101" 2016-Present
- Lead Instructor and Educational Coordinator Street and Area Lighting Conference 2009-Present
- Street and Area Lighting Conference Outdoor Lighting Applications instructor 2014-Present
- Street and Area Lighting Conference Outdoor Lighting II instructor 2011-2013
- Guest lecturer at University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- Street and Area Lighting Conference Intermediate Lighting instructor 2004-2010

- Street and Area Lighting Conference Advanced Lighting Instructor 2003
- Street and Area Lighting Conference Basic Lighting instructor 2000,2002
- Fundamentals of lighting for peerless seminar 2007-2008
- Lightfair Introduction to AGI32 lighting software class 2005, 2006
- Survey of Lighting (Lithonia, lighting design) 2000-2001, 2003
- Fundamentals of lighting (Lithonia, Outdoor Lighting) 2000, 2002
- Lithonia Lighting Sports Lighting Design 2001
- SCE&G Outdoor Lighting Basics 2001
- Lighting Basics (Lithonia, Lighting Design) 2000-2001
- Lighting Basics (Lithonia, Light and Psychology/Vision) 2000-2001
- Street and Area Lighting Conference Outdoor Lighting Basics 2000
- Outdoor Lighting Techniques (Granger) 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 September 2005
- Strathmore's Who's Who 2002-2003
- Attended and passed frontline leadership course (Zenger Miller) 2001
- Lighting Certified (LC) 2000-Present

Other achievement

- Co-Chair IES Education, Office, and Library Lighting Committee 2020
- IES Street and Area Lighting Conference committee Chairman 2014-2016
- IES Street and Area Lighting Conference committee Vice Chairman 2012-2014
- IES Street and Area Lighting Conference committee interim Secretary 2012
- IES Education Review Council 2010 – 2017
- IES Education Materials Review Committee 2017-Present
- IES Full Member 2002-Present
- Chair of IES Automotive Retail Sales Lighting Committee 1999- 2016
- Education Sub-Committee Chair for the IES Street and Area Lighting Conference 2004-2009
- Full member of IES Outdoor Environmental Lighting Committee 1999-Present
- Full member of IES Merchandise Lighting Committee 1999-Present
- Full Member IES Office Lighting Committee 2011-2019
- Full Member IES Education, Office, and Library Lighting Committee 2019-Present
- Full Member IES Street and Area Lighting Conference Planning Committee 2006-Present
- Full Member IES Street and Area Lighting Conference Committee 2002-Present

- IESNA CU Student Liaison 1995-1997

Conference and presentation

- Presented Fundamentals of Lighting Albuquerque, NM Section 2019
- Presented Photometry 101 Maritime Section, 3 Groups 2019
- Presented Variance in Physical Photometry at Street and Area Lighting Conference 2018
- Presented DLC – A Users Perspective at Street and Area Lighting Conference 2017
- Presented Photometry 101 at the Street and Area Lighting Conference 2011
- Presented A Proposal for Automotive Retail Illuminance Guidelines, presented at IES Annual Conference 1999
- Organized the CU student section of the IES to assist in the Tri-regional conference held in Denver 1997

Publications

- Co-authored paper: A Proposal for Automotive Retail Illuminance Guidelines, presented at New Orleans Conference August 1999
- Authored IES SEM-8-15 Roadway Lighting: an IES society training seminar July 2015

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 Lighting Design Engineer

February 2014-September 2016

- 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 2009-2013

- 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
Manager, Exterior Applications

January 1998- February 2005

- 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

Continuing Education Courses

- SEAK How to Start, Build and Run a Successful Expert Witness Practice

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