APPLICATION FORM

PART ONE: CONTACT INFORMATION

Name: Matt Gordon

Pronouns: he/him

[Redacted]

LinkedIn profile link if available: https://www.linkedin.com/in/sqlatspeed/

Years of experience with Microsoft data platform technologies: 19 years

PART TWO: PROFESSIONAL BACKGROUND

1. Describe your employer's business: You may have noted that I've listed two companies, departments, and titles above. That is because my last day at Insight Digital Innovation is October 16 and my first day at Rev.io is October 19. Since that date fell directly in the middle of this NomCom and campaigning time I wanted to list both roles. Insight DI is a Data & AI consulting firm that tackles your typical mix of data modernization/migration projects and data warehousing projects along with some work with Azure Cognitive Services and similar technologies. Rev.io is a telecom and IoT billing platform offering that service as well as a customer management system in a SaaS delivery model.

2. Describe your primary job responsibilities: My Architect II title at Insight DI indicated that I was their most senior level of architect. That meant that, beyond the hands-on billable work expected of any consultant, I was also assisting with proposal writing, project budgeting, and technical pre-sales. I was additionally expected to represent the company at technical events and conferences so potential customers were aware of who we were and our team's capabilities. As the incoming Director of Database Administration for Rev.io, my primary job responsibilities will be shepherding their upgrade to SQL Server 2019, preparing for the following data migration to the cloud, and working with the Director of Analytics to modernize their on-demand reporting platforms and make them more responsive to customer needs and requests.

3. Do you or your company have any known relevant financial relationships with any current companies represented on the PASS Board of Directors? Current companies are outlined on pages 4 of the Application Guidance Document. If yes, details may be requested.
☐Yes
☐No

PART THREE: STATEMENT OF INTENTIONS

    4.   How can PASS better serve the Microsoft data platform community?

I think PASS has done an exceptional job during its history responding to the needs and desires of its members. As the Microsoft data platform (and its related community) has expanded, PASS has done a solid job of expanding the list of topics available for Summit. PASS Virtual Groups, Local Groups, Marathons, and SQL Saturdays have carried that forward as well. The amount of technical and professional development training and learning content has never been more robust and PASS' guidance and leadership of these events and opportunities is a big part of the reason why.

I do think PASS can, and should, be a stronger voice in the technical community driving diversity among speakers, volunteers, leaders, and participants. The new PASS Diversity, Equity, & Inclusion (DEI) Virtual Group is a solid step towards this and I am looking forward to its rollout and the keynote at Summit as well. That said, I believe more can be done in this area and I look forward to bringing a variety of voices into the discussion. It's a discussion that I hope is consistent through my time on the Board (if I'm fortunate enough to be selected) and I hope additional engagement opportunities and activities are a product of this discussion.

My involvement in PASS events, first as an attendee who sat in the back and talked to nobody, then as a SQL Saturday speaker, now as a Data Platform MVP and PASS Summit speaker, has changed my life. I feel strongly that our primary focus should continue to be enabling community engagement opportunities for the widest variety of people with diverse data-related interests. For that focus upon which PASS was founded to continue, the Board will need to act decisively and responsibly to adjust its offerings to the unprecedented global economic and health conditions that we are witnessing.

Indeed, PASS is not immune to the roller coaster of news that the year 2020 has brought us. Given the current hiatus on nearly all in-person events of any significant size, it is my belief that this next year or two will be critical to the survival of this organization that has provided opportunities to so many of us. I want PASS to continue for many years to come. With an open mind, I intend to dive into the facts of the organization's current situation and listen to everyone's thoughts and opinions on the best way for PASS to continue to position itself as the preeminent professional organization and event provider in the Microsoft data platform world. If selected, I look forward to contributing my voice to these discussions and decisions.

PART FOUR: LEADERSHIP AND MANAGEMENT

5. Please describe your management and leadership background.

   Prior to my impending role at Rev.io as their Director of Database Administration, I have served in previous leadership roles. At Custom Data Processing I was our DBA lead for a time, coordinating the work of our on-shore and off-shore resources and ensuring that our public health software was operational 24/7/365. Later in my time at CDP I led both the database development team and the data warehouse development team. The database development team was a collection of Oracle and SQL Server data developers that were plugged in to our Agile application development teams for a variety of tasks. The data warehouse development team had a more interesting task in that we were creating a data warehouse, culling data from our various product offerings, from scratch. I had the opportunity to build the team from scratch and set them loose designing our DW product offering. An interesting aside from that is that one of my earliest hires from that team, Vanessa Kesten, spoke at last year's PASS Summit. I am also the leader of the Lexington, KY PASS Local Group and heavily involved in recruiting speakers, sponsors, and attendees.

6. List any professional Boards on which you have served.

   I have not yet served on any professional Boards.

7. Please describe your background/experience in dealing with organizational finances, including the size of the organization and budgets involved.

   My database development and data warehouse development team lead position gave me a seat at the table in CDP's overall budgeting and forecasting process. During my time at CDP, we had around 120 employees and an annual budget of 12-18 million dollars.

PART FIVE: VOLUNTEER EXPERIENCE

8. Please outline your volunteer history with PASS. Include the following information:
   - Committees on which you have served
   - Projects you worked on and the PASS organization has benefited
   - PASS community participation within your region that outlines your contribution, the location, reach, and goals

   Just over three years ago I founded the Lexington, KY PASS Local Group to serve the Microsoft data platform professionals in central Kentucky. While I enjoy hosting speakers and setting up events, some of the most rewarding moments during these three years have been seeing group

members progress from shy attendees who run out at the end of the event to speakers at our local group to speakers at SQL Saturdays and other larger events. I do try to be available to regional local groups in need of speakers and am fortunate to generally speak to the Louisville and Cincinnati groups once a year. I was due to serve in a volunteer capacity for SQL Saturday Louisville this year but that event has been indefinitely postponed. To be completely candid, it has only been in the last 12-18 months where the encouragement of others has driven me to look at organizational involvement in PASS (beyond speaking and volunteering at local events). Even though I attended my first PASS event in 2013, it can be difficult to build up the self-confidence involved in thinking that your voice can be a helpful voice "in the halls" of PASS, whether that is on committees or on the board.

PART SIX: ACTIVITIES

9. What have you done in the past 24 months to prepare to serve on the PASS Board?

   I have undertaken many private and small group conversations with both experienced and new community members. I have worked hard to generally listen during those conversations and not offer any opinions that may steer the feedback one way or the other. I also created and organized (with the assistance of Stuart Moore in Europe) a two-day US and EU-based virtual event called Data Platform Discovery Day. DPDD's primary reason for being was trying to reach people new to a data career or looking to make a change early in their data career. We were proud to have several hundred attendees across the two days and it gave me the opportunity to better understand how to reach community members who are early in their career journey. Additionally, it gave me some good ideas to work on for a virtual event that can help reach a more diverse group of attendees and speakers.

10. Tell us about your involvement and accomplishments within any other volunteer organizations.
    I have volunteered in some food service positions at the Catholic Action Center here in Lexington. I have also organized successful food and donation drives over the past couple of years in coordination with God's Pantry of Kentucky as well as the Nest here in Lexington. Those charitable efforts were an outgrowth of my leadership positions in local soccer supporters' groups (American Outlaws Lexington for U.S. Soccer and Lexington Spurs for Tottenham Hotspur of England).

11. What key learnings have you taken away from your volunteer experiences?

    One key thing I have taken away are that volunteer experiences can be a lot of work but tremendously rewarding as well. The other key takeaway from these efforts is the requirement of

listening to the community you are trying to serve and then being very organized and diligent in your execution of an event, a food drive, etc.

12. Have you read the current PASS Bylaws?
   ☒Yes
   ☐No

13. Have you read the PASS Board meeting minutes from past year?
   ☒Yes
   ☐No

PART SEVEN: ACKNOWLEDGEMENTS

14. Please provide links to any relevant public social media accounts.

   https://twitter.com/sqlatspeed
   https://www.linkedin.com/in/sqlatspeed/
   https://www.facebook.com/matt.gordon.5832

PART EIGHT - REFERENCES AND BACKGROUND CHECK

You are required to include statements of support from individuals who endorse your candidacy.

You **must** provide three references illustrating the range of your network and how it relates to leadership experience. This can include references from other Boards you are currently sitting on or have sat on in the past. At least one reference must be from a PASS volunteer. References from current PASS members are valued above other references.

Reference Information	Reference Type
Name: Ginger Grant [Redacted] Statement of Support: Matt Gordon would be a wonderful addition to the PASS Board. I first met Matt when we both were employed at Pragmatic Works in 2015. We crossed paths in the community many times since then. As we both became Microsoft Data Platform MVPs, we found ourselves speaking at a number of the same events, including many different SQL Saturdays and of course at PASS Summit. Matt runs the Lexington/Central Kentucky Chapter of PASS and has continued to hold virtual events since March. Matt has worked hard to increase participation in not just Lexington but has worked on including people from Central Kentucky as well. Professionally Matt has pursued a data career for over 20 years and has worked as a department director and was responsible for creating and following a budget, including items such as team member's salaries, travel and other expenses. Matt also created ongoing	☐Volunteer ☐General ☒Personal ☐Work

forecasts to project how the spending would be allocated going forward. In addition to PASS, Matt also has been a leader in other organizations where he was responsible for the financial budgeting for those clubs as well. Personally, I know Matt to be a very hard worker starting from when we both worked at the same place. He follows through on commitments he makes and figures out how to balance work with family life by bringing along his family, when he could to various SQL Events where he was speaking. Matt has also impressed me with his ability to learn new things, such as Cognitive Services and machine learning. He studied them not because anyone asked, but because he thought it was interesting and wanted to learn new things and share what he has learned with the greater PASS community. This is the kind of attitude that I think would make him a great addition to the PASS board.	
Name: Mala Mahadevan [Redacted] Statement of Support: I regard Matt as fully representative of the PASS ideals of Connect - stands for community and connects positively with sqlfamily, Share - willing and eager to spread and share knowledge and support, Learn - always humble and willing to promote learning. I consider him a great candidate for the board.	☒Volunteer ☐General ☐Personal ☐Work
Name: Akhil Mahajan [Redacted]	☒Volunteer ☐General

Statement of Support: I have known Matt Gordon for 4+ years. I have known Matt as a speaker, PASS group leader, SQL Saturday organizer and above all as a co-worker. Matt is a visionary, leader, smart, knowledgeable and a great individual to work with. Whenever I have needed any help, Matt has always been there to help. Matt's passion for the community is unmatched and his involvement with the community has been unprecedented. Matt not only presents at various local user groups, SQL Saturdays and but have also presented at many domestic and international conferences. Matt also has a great passion of developing new speaker(s). Matt possesses widespread professional experience and is regarded as a thought leader in the Data & AI workspace which is an invaluable asset in today's ever-changing technical and business landscape. I am thrilled to write this reference for Matt's bid for the PASS Board. I whole heartedly feel and support that Matt has the passion and vision to not only carry PASS forward but also help PASS to keep on growing. Regards, Akhil Mahajan (A proud member of SQL PASS) President, SQL Saturday Cincinnati	☐Personal ☐Work

Background Check/Time and Travel Commitments

15. I agree to the estimated time and travel commitments required for this office, as outlined on Page 2 of the Application Guidance Document: _____MSG_____.

16. I have my employer's support regarding the time and travel commitments required for this office as outlined on Page 2 of the Application Guidance Document: ____MSG_____.

You may be asked to provide a background check.

PART NINE – SIGNATURE

17. "I, ___Matthew S. Gordon___, hereby certify, on this date, ___October 8, 2020____, that all information I have provided or will provide in this document is true, and I agree to abide by all the terms and conditions of the PASS election process.

I agree to be considered a candidate for the position of Director-at-Large for PASS. I understand that my email address may be made available to select PASS bloggers - screened and approved by PASS - during the campaigning period for the purpose of blogger interviews with candidates. I am aware that the term for which I am applying begins January 1, 2021 and ends December 31, 2022. If elected, I agree to fulfil the duties and obligations of the elected position to the best of my ability." *(Please answer yes or no to all of the above):* _____Yes_____.

By adding your name to this contract, you signify that you understand and agree to all the terms of the above as written. This acts as your transcribed signature.