

MATT HARDY

GROWTH AND GTM LEADERSHIP

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Growth marketing leader with over a decade scaling technical B2B products into markets I do not live in. Fintech across South East Asia and Sub-Saharan Africa, aviation from rural New South Wales to Lisbon, creator platforms, and commercial and residential property software in the US, UK and Australia.

I own the number, and increasingly I build the systems that move it: forty-plus production tools wired into our marketing stack, and twelve months of instrumented data on whether AI answer engines cite us or a competitor. Marketing lead at New Zealand's fastest-growing company of 2014 (Deloitte Fast50 Supreme Award, 1,391% growth).

SELECTED EXPERIENCE

LANDLORD STUDIO

Head of Marketing, June 2025 to present

Marketing Lead, January to June 2025 · Auckland, New Zealand

Lead global marketing across product marketing, growth, content, partnerships and performance for a proptech platform serving more than 100,000 landlords in the US and UK.

- 320% increase in new leads
- Delivered UK go-to-market for regional expansion, including Making Tax Digital: a legislative deadline that could not move, from a non-incumbent position
- Built 40+ production marketing systems wired into Webflow, GA4, Ahrefs, Mixpanel and MailerLite
- Twelve months of instrumented AI-citation data across two markets and five answer engines

FREDERICK ST STUDIOS

Fractional GTM and Marketing Consultant, September 2019 to present · Auckland, New Zealand

Independent practice, run continuously alongside in-house roles for seven years. Fractional go-to-market, product marketing, demand generation, paid acquisition and conversion rate optimisation.

- Clients across global fintech in digital payments and banking, industrial manufacturing, and FMCG food and beverage

TRACPLUS

Head of Marketing, April 2023 to April 2024 · Auckland, New Zealand

Led B2B marketing globally for an aviation tracking platform, reporting to the Executive Chairman with full ownership of demand generation, product marketing and sales enablement. Customers from rural New South Wales to Lisbon to North America.

- 200% increase in client satisfaction measured by NPS, following new platform feature launches
- 45% year-on-year increase in expansion revenue

MACROACTIVE

Director, Product Marketing and Marketing Growth, May to December 2024 · Auckland, New Zealand

Built and executed the growth strategy for a creator monetisation platform, enabling coaches and creators to scale their businesses on owned infrastructure.

- 30% growth in product adoption
- 750% average return on ad spend across performance marketing
- 2.5x average increase in customer lifetime value

RE-LEASED

Marketing Manager, Asia Pacific and North America West, April 2021 to March 2023 ·
Auckland, New Zealand

Led all marketing for the two highest-performing regions globally at a venture-backed commercial property management platform.

- Contributed \$3M ARR pipeline growth, lifting pipeline ARR to record company levels
- Secured product exclusivity with Australia's two largest property associations, including award naming rights and a nationwide event series

YOUTAP

Head of Communications, 2018 to March 2020, Singapore
Communications Manager, September 2017 to 2018, Auckland

Global fintech providing white-labelled mobile Banking as a Service into emerging markets across South East Asia and Sub-Saharan Africa. Relocated to Singapore for two years.

- 300% year-on-year growth in organic traffic to key pages
- 400% increase in inbound leads
- Led go-to-market for three cornerstone products: digital banking, digital wallet, and payment aggregation and processing

EARLIER

SKY NEW ZEALAND Customer Growth Hacker	2020	Lifecycle audit and acquisition loop design for streaming products, approximately one million subscribers.
CRIMSON EDUCATION Online Community Manager	2017	Go-to-market for Ask Crimson at a venture-backed edtech.
STANTEC Asia Pacific Communications Manager	2014-2017	Regional communications and marketing for an engineering firm listed on the NYSE and TSX. Crisis and executive communications advisory. 25+ award submissions at a 25% win rate.
POSTR Digital Marketing and Community Specialist	2014	First marketing hire at a white-label lock-screen platform.
VOYAGER INTERNET Marketing, Social Media and Product Development Manager	2013-2014	Reporting to the CEO during the year Voyager was named New Zealand's fastest-growing company in any sector: Deloitte Fast50 Supreme Award, 1,391% growth. Merged ten retail brands into one.
ICC CRICKET WORLD CUP Project Coordinator, Digital	2013	Built the tournament's social channels and official website. Community of 2.5 million. Dual-city launch events in Melbourne and Wellington.
GVN FOUNDATION International Marketing and Communications Coordinator	2013	Raised over USD \$100,000 in four months on no budget. Grew audience from 15,000 to 80,000 using SEO, SEM, A/B testing and paid social.

EDUCATION AND RECOGNITION

VICTORIA UNIVERSITY OF WELLINGTON

Bachelor of Arts, Political Science, International Relations and Social Policy, 2012

Deloitte Fast50 Supreme Award, 2014, as marketing lead at Voyager Internet

Ministry of Development LifeHack Scholarship, 2013

Google Analytics · Google Ads Search and Display · HubSpot Inbound · Iterable Foundations