



MATTHEW PRITCHETT

Operations and Executive Leadership

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Education

Liberty University B.S., Religion

01/2008 - 12/2010

Ministry Experience

Public Church

Volunteer Operations Team Member

2023 - Present

- Interviewed staff members one-on-one to review the staff evaluation process and identify where consistency and guidance could improve.
- Developing a church communications plan for senior leadership.
- Building a better staff resource system so documents and processes are easy to find, name, and keep current.
- Simplifying serving signups and assessing the staff's communication tools alongside Planning Center.

Two Rivers Chattanooga Volunteer

Served in small groups and helped build an app for the church.

Anthem Church Volunteer, Digital Ministry

Helped start the church's digital ministry with a new website, the beginnings of an app, and plans for several podcasts, carrying the work until the church could hire a full-time person for the role.

Cross Pointe Mill Creek Volunteer Groups Leader

Helped the campus establish a healthier groups ministry as a volunteer leader.

Thomas Road Baptist Church

Lynchburg, Virginia

High School Guys Small Group Leader (Volunteer)

2011 - 2013

- Ran a youth ministry small group of more than 30 high school guys, leading it week to week without youth pastor involvement.
- Coached and mentored five college-age sub leaders at a time.
- Taught a 90-minute Bible study lesson every week and provided the food.
- Planned and led overnight trips, including kayaking, camping, and lock-ins, and held parent meetings.

Thomas Road Baptist Church

Lynchburg, Virginia

Operations Staff - Developer

02/2011 - 09/2013

At TRBC, I served on staff planning, building, and managing the church's network of more than 300 websites, working with ministry departments across the church.

- Managed time, employees, vision, clients, budget, and department resources in ways that made sense for both the church as a whole and the departments within it.
- Worked with multiple ministry departments at the same time to define their needs and deliver new features on time and within budget, while keeping the overall needs and direction of the church in mind.

Innovative Faith Resources WordPress Developer

07/2012 - 08/2013

Awe Star Ministries Director of Multimedia

08/2007 - 08/2008

Leadership and Operations Experience

SendWP

Managing Partner

I lead SendWP, a transactional email service for WordPress sites, as managing partner. I am responsible for the whole operation, from finances and customer care to partnerships, product direction, and the technology behind it.

- Lead day-to-day operations for a service trusted by thousands of customers, including billing, bookkeeping, taxes, and vendor relationships.
- Care for customers personally through support and direct outreach, and built onboarding and retention communication to serve them better.
- Guide product direction and priorities with a focus on reliability and a simple, pain-free experience.
- Build and maintain relationships with partner companies across the WordPress community.

Wound Care Advantage (WCA)

Remote

Full Stack Data Engineer

08/2025 - Present

I build the reporting and tools that clinic, hospital, and executive leaders in outpatient wound care use to make decisions.

- Built dashboards that let hospital and health system leaders see the health of every clinic at a glance, including visits, healing outcomes, patient satisfaction, and missed appointments.
- Partnered with clinical, operations, and executive staff to turn questions into clear reports, and trained staff to request data analysis.
- Researched a major records system integration and wrote the feasibility report, timeline, and cost estimates for leadership.
- Supported compliance in a HIPAA-regulated environment with audit-ready safety logs and careful handling of patient information.

Saturday Drive

Cleveland, Tennessee

Solutions Director

04/2019 - 08/2025

- Engaged, oriented, and educated key stakeholders across Product and Engineering as well as the CEO, CFO, and COO.
- Coached team members across several departments, fostering growth and efficiency.
- Launched Odometer, a business intelligence dashboard that gave leadership a clear view of the organization's health, and Ciircles, an internal project management app.
- Trained marketing, support, and engineering teams and wrote our first approach to internal and customer documentation.
- Founded and sold Quillbee, an AI app for content marketing research and writing.

Earlier Career and Community

UF Health Full Stack Developer

07/2017 - 03/2019

Helped build a website platform for several hundred Colleges of Medicine sites and led trainings for technical and non-technical staff.

Lift, a user experience design agency Full Stack Developer

08/2016 - 05/2017

Crowd Favorite Front End Developer

03/2015 - 07/2016

The Richards Group WordPress Engineer/ Technical Product Manager

09/2013 - 03/2015

WordCamp ATL 2023 Speaker

Atlanta

WordCampDFW 2013 & 2014 Co-Organizer

DFW

Core Strengths

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|------------------------------------|---|---|
| • Staff leadership and coaching | • Budgets, billing, and bookkeeping | • Training and documentation |
| • Strategic planning and execution | • Communications planning | • Technology and vendor management |
| • Systems and process design | • Reporting and data-informed decisions | • Small groups and volunteer leadership |