

Matt Jones

<https://www.linkedin.com/in/j0n35/> · <https://mej.xyz>

PROFILE

Customer-facing technical specialist with nearly two decades at enterprise software vendors. Spent the first decade as a senior escalation point for enterprise customers at Sun Microsystems, TIBCO, Atlassian and MuleSoft: the engineer brought onto the call when production was down, responsible for solving the problem and for making sure its urgency was understood on both sides. The years since have gone into making the case for the systems customer-facing organisations run on, winning the stakeholder backing to build them, then delivering: SaaS platform migrations and consolidations, and production Java services running against LLM APIs before that was common practice. Returns to direct customer work able to build the fix rather than route it, and knowing both what enterprise customers need in the room and what it takes to deliver afterwards.

EXPERIENCE

Aircall Manager, Go To Market Systems

2025 – 2026

Owned the go-to-market systems estate spanning Sales, Marketing and Customer Success at a Series D CCaaS platform. Team of five.

- Ran the Marketo to HubSpot migration end to end, taking implementation in-house mid-programme so marketing could run campaigns previously handled by external agencies. Cut recurring agency spend and moved execution to the team accountable for the results.
- Drove adoption of agile delivery across GTM Systems, turning an ad-hoc request queue into a single intake process with planned iterations. Gave Sales, Marketing and Customer Success leaders visible priorities and dependable dates, so they could plan their own programmes against ours.
- Led technical debt reduction across the Salesforce and HubSpot estate, bringing it back inside its API call and data storage limits while reporting stack health to the strategy committee on a cadence and holding a roadmap of root-cause fixes over repeat mitigation. Traced unintended record syncing to sharing configuration rather than the integration, rebuilding visibility on Org-Wide Defaults and permission sets.
- Designed a Trustpilot pipeline routing in-product satisfaction signals into targeted review invitations, converting existing customer sentiment into public evidence the sales team could use.
- Protected marketing reach by diagnosing the causes behind rising bounce rates, restoring sender domain reputation and implementing DNS-level authentication so campaign email reliably reached inboxes, holding the open rates the commercial pipeline depended on.

Aircall Senior Manager, Customer Support Operations

2022 – 2025

Built and ran a multi-discipline Support Operations function covering systems, knowledge management, delivery and enablement at a global CCaaS platform. Team of five, plus contractors.

- Built and deployed a Java microservice on Micronaut and AWS EC2 that kept the knowledge base current without adding agent workload: triggered on ticket close, it read the ticket through the Zendesk Java SDK, cross-referenced existing articles, drafted through the OpenAI API and queued the result for human review behind key-based API Gateway authentication. Delivered independently, ahead of mainstream enterprise LLM adoption.
- Designed an AWS Lambda triggered by a Zendesk ZIS login event that enriched user records with role, segment and entitlement data, routing each customer to the support channels their entitlement allowed. Architected so one implementation served both real-time enrichment and bulk backfill.
- Migrated the core support platform from Jira Service Management to Zendesk, then consolidated chat from Intercom in a second phase, led entirely in-house without an implementation partner. Collapsing fragmented channels into a single portal cut contact rates by 30%.
- Proved an AI support agent with an MVP built on the OpenAI API before committing engineering time and budget to a production build. The agent now runs in production and is under evaluation for product-market fit.
- Acted as primary technical adviser to Support Directors and the VP of Support on systems, knowledge management and reporting, translating implementation options into business recommendations across a technically complex product.
- Coached a team member deep enough into Zendesk specialism that Zendesk hired them directly as a Solutions Consultant, and took a second through to formal project management certification.

MuleSoft (acquired by Salesforce, 2018) Support Operations Lead

2018 – 2022

First dedicated Support Operations hire. Individual contributor with contractor oversight, through pre-IPO hypergrowth and the Salesforce acquisition.

- Shipped an SSO layer matching MuleSoft credentials against Salesforce identity records to give customers unified access to the support hub, and a CloudHub-deployed licence verification application customers could use directly without opening a ticket.
- When Salesforce deprecated legacy reporting components mid-migration to Community, built replacement tooling in Lightning Web Components plus an Apex solution converting ticket notes into pre-populated knowledge article templates, holding both agent and customer experience steady with no external help.
- Implemented Coveo across Salesforce as the first major project in the role, unifying siloed knowledge repositories into a single search experience for the global support organisation.
- Rolled out Knowledge-Centered Service across global support and contributed to post-acquisition M&A integration workstreams as technical subject-matter expert.
- Took full ownership of the Service Cloud instance as first hire in the function and built the operational and systems capability outward from it through rapid growth and a major acquisition.

MuleSoft Senior Integration Support Engineer / Customer Architect

2016 – 2018

Senior technical escalation and named account ownership for enterprise customers during MuleSoft's pre-IPO growth.

- Held the technical relationship for a high-profile UK enterprise account end to end, leading incident response and communicating directly with customer executives through critical production outages.
- Ran discovery with enterprise customers on their environments, constraints and goals, then guided them to working production implementations across both on-premise Mule runtime and CloudHub.
- Became internal subject-matter expert across multiple MuleSoft integration technologies, taking the Java debugging, API failure and runtime escalations nobody else could close.
- Unblocked technical objections in active deals with the sales team, and fed real customer problems directly into Product Management's roadmap.

Earlier technical experience

- Atlassian — Senior Support Engineer | 2015 – 2016. Senior escalation point for enterprise Jira customers. Diagnosed Java heap exhaustion through memory dump analysis, identifying object reference leaks in production code, and contributed directly to the Atlassian Support Tools Plugin, a shipped product using log telemetry to flag and remediate instance-level issues before customers hit them.

SKILLS

Engineering.	Java (production microservices, enterprise platform debugging), Micronaut, Salesforce Apex, Lightning Web Components, Python, Groovy, REST and SOAP API design and debugging, Git, Docker, Linux.
AI and cloud.	OpenAI API in production, Claude API, custom agent development, prompt engineering; AWS EC2, Lambda and API Gateway.
Integration.	MuleSoft Anypoint Platform and CloudHub, TIBCO BusinessWorks, Zendesk ZIS, SSO/SAML/SCIM.
Platforms.	Salesforce (Service Cloud, Sales Cloud, Flow, Apex, LWC, Community), Zendesk (custom apps, Java SDK), HubSpot (Sales, Service, Operations Hub), Jira Service Management, Marketo, Coveo, Intercom.
Data and methodology.	SQL, PostgreSQL, Looker; KCS v6 (certified, implemented at global scale), Confluence.

EDUCATION

Postgraduate Certificate of Information Technology

University of Sydney · 2014 – 2016

Software Engineering. Object oriented design, Java application development, UML and design patterns, database design, algorithms and performance.

Bachelor of Business / Bachelor of Information Systems

Australian Catholic University · 2006 – 2010

Information Systems and Human Resource Management.

CERTIFICATIONS

- HubSpot Service Hub Certification — 2025
- KCS v6 Practices Certification (KCS in Action) — 2019
- MuleSoft Certified Developer, Integration and API Associate — 2017