Education

- Aurora University, B.S., Mathematics, 2013
- Aurora University, B.A., Psychology, 2013

Mat Snyder

Senior Research Manager

"Data and numbers are meant to tell a story - but without knowing the tale, all you're stuck with are data and numbers."

Through his passion of weaving numbers into meaningful feedback and direction, Mat discovers achievable and valuable business intelligence to enhance his clients' contact handling performance, bolster internal strengths and successfully address strategic areas of opportunity.

Mat has gravitated toward numbers for as long as he can remember, always reveling in the presumed outcome that you're either right or you're wrong.

He took this mindset with him through his studies and adoration of mathematics until a Psychology professor of his told him, "Numbers and data are just that - numbers and data. Their real beauty comes when applied to the gray area - when things aren't so clear, and answers require more insight." From that point on, this "gray area" fascinated Mat, and understanding the "why" became his new focal point.

He eventually found himself at the helm of a local restaurant, still ruminating "why" (much to the chagrin of his coworkers and Chef). And, while Mat developed a passion for handling customers, their needs, and ensuring they left happier than when they arrived, he still felt himself longing for working with numbers and data.

Enter CCMC, where he has been able to satisfy both of these ambitions. At CCMC, Mat has worked hands-on with clients to put his analytical prowess to use, helping to guide the data into a story - to make the "gray area" a little less murky.

Through his passion of weaving numbers into meaningful feedback and direction, Mat has helped numerous clients achieve valuable business intelligence to enhance their contact handling performance, bolster internal strengths and successfully address strategic areas of opportunity.

Mat lives in Charlottesville, Virginia with his wife, Lauren, and their children, Theodore and Maya.

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