Dr. Matt Herrera

Fractional CTO | Fractional COO | Fractional Chief AI Officer

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I figure out why an organization is not working, then I build the thing that fixes it. Most places have to hire two different firms for that.

SUMMARY

Technology and operations leader who does both halves of the job: the diagnosis and the build. Founded two technology companies from a blank page and shipped 8 production software products, including CoreTAP, live on the Apple App Store and Google Play. Builds AI that leadership can actually turn on, with human approval on anything outbound, retrieval with citations, and guardrails from day one. Has led teams, budgets and data programs at Lowe's, the City of Houston and Houston nonprofits, served as a nonprofit COO and board member, and teaches business at Blinn College. Ed.D., MBA.

WHAT I AM BROUGHT IN TO DO

- **Ship the software you were told needs a team.** Diagnose the real problem, scope it, build production software and hand it off. Evidence: 8 products on one secure, multitenant data platform, and the full system that runs a live audit business (client portal, field app, billing, payroll).
- **Replace spreadsheet-and-Slack operations with software that runs itself.** Evidence: moved WHAM volunteer operations onto a cloud database (85% efficiency gain); streamlined HUD Rapid Rehousing client registration (95% less staff workload, $10,000+ saved a year); built the HTX TAP Hub with a server-enforced audit lifecycle, 14-day pay periods and client billing.
- **Make AI safe enough to turn on.** Evidence: AI agent pipelines that run CRM, campaigns and finance with human approval on anything outbound; AI-personalized client communications signed off by a person before sending; a correlation engine rebuilt after finding 89% of version one's findings were false.
- **Turn messy data into decisions leadership trusts.** Evidence: a multi-company financial audit that resolved 2,196 transactions into 307 source-traced decisions; live executive dashboards and automated daily leadership briefings; custom predictive models across 20M+ records.
- **Do the same for nonprofits that cannot afford a consulting firm and a development shop.** Evidence: 6 years of Houston nonprofit leadership, nonprofit COO and board member, impact measurement reported to boards, donors and government agencies.

CORE CAPABILITIES

Leadership: Technology strategy, build vs buy, scoping, operations diagnostics, team leadership, board reporting, training and handoff

AI: Agent pipelines with human-in-the-loop approval, MCP servers, n8n orchestration, retrieval with citations, knowledge graphs; Claude, OpenAI and local models

Data science: LightGBM, Google TimesFM, Prophet, XGBoost, Ridge; correlation and significance testing; entity resolution; RFM and lifetime value scoring; geospatial (PostGIS, H3, ArcGIS)

Engineering: Python, TypeScript, SQL, FastAPI, Next.js, React Native, Supabase, PostgreSQL, MySQL, Power BI, advanced Excel

Systems: Salesforce, Blackbaud eTapestry, Zoho One, Zoho CRM, HMIS records, SharePoint, custom-built CRMs

EXPERIENCE

Delta Kinetics | Founder, CEO and Chief Architect — 12/2025 - Present

Hospitality and market intelligence software company, built from a blank page.

- Built an 8-product software suite on one secure, multitenant data platform, including CoreTAP, live on the Apple App Store and Google Play.
- Built Command Ops, the company operating portal, and an AI workforce of 26 agent pipelines that runs CRM, campaigns and finance, with human approval on anything outbound.
- Built AtlasTAP, a geospatial platform joining 20M+ records, including 9M property tax records, 1.5M parcels and census data, to map wealth, opportunity and need across Houston.
- Built DKSI, a people and organization intelligence platform that profiles prospects from SEC, federal award, court and news records and ranks them by fit.
- Built a correlation engine that filters out coincidence and size effects; rebuilt it after finding 89% of version one's findings were false.

- Built CoreTAP's analytics engine, 96 algorithms that value every customer by spend, lifetime value, VIP status and churn risk, plus revenue forecasting (LightGBM, Google TimesFM).
- Built predictive indexes for neighborhood growth, acquisition risk and new openings that produced 2,800+ early leads.

HTX TAP | Founder, CEO and Chief Architect 01/2024 - Present

Financial audit, cost control and profit growth firm serving bars, restaurants and nightlife venues.

- Lead financial audits for 10 active venue clients, tracing every purchasing, product and sales dollar to find losses, cut costs and generate new revenue.
- Built the HTX TAP Hub from scratch: client onboarding, audit scheduling, a server-enforced audit lifecycle, 14-day pay periods, client billing and Zoho One sync.
- Built HTX Field Pro, the mobile app auditors run on site, and an AI operations server that assigns audits, closes payroll and models costs.
- Automated audit evidence, invoicing (MarginEdge, Provi and Toast) and weekly client reports.
- Ran a multi-company financial audit across Zoho Books, Payroll, Billing and Stripe, resolving 2,196 transactions into 307 source-traced decisions.

City of Houston, Public Works | Analyst, Director's Office 04/2024 - 04/2025

- Ran the Talent Management System for 4,000 employees and led the SABA migration 20% under budget and 10% early.
- Built the FAST Academy data system (SharePoint, Power BI) behind a 60% graduate promotion rate and directed the HEAR performance evaluation program.

West Houston Assistance Ministries (WHAM) | Chief Strategy Officer 04/2022 - 04/2024

- Led community engagement, partnerships and technology strategy; used geospatial analysis (ArcGIS) to grow partnerships 150% to 45+ organizations.
- Moved volunteer operations onto a cloud database, improving efficiency 85% and recruiting 2,400+ volunteers in 12 months.
- Streamlined HUD Rapid Rehousing client registration, cutting staff workload 95% and saving $10,000+ a year.
- Beat the fundraising goal by 60% ($100K+ in 10 months) and helped secure $200K+ in grants to launch a career education program.
- Kept donor, volunteer and HMIS housing records accurate in Blackbaud eTapestry and Salesforce.

Lowe's | Merchandising Project Manager 05/2020 - 02/2022

- Led 37 associates across three stores and budgets up to $4M; grew revenue 8%+ with Power BI reporting.

The Outlet Project | Chief Operating Officer and Board Member 09/2018 - 10/2022

- Built an impact measurement framework reported to the board, donors and government agencies; managed budgeting and financial planning.
- Grew fundraising 25% with a new CRM and data program; raised $25K+ and formed 8 partnerships in six months.

NJCAA Region 14 Officials | Assistant Assignor and Platform Builder 12/2023 - Present

- Built the Region 14 and American Association umpire platforms (CRM, segmented email, payment reconciliation, encrypted personal data); grew recruitment 60% in a year and won a 15% pay increase using data.

Blinn College | Faculty, Business Administration and Management Present

- Design courses with Bloom's Taxonomy, improving student performance 15%; build LMS reports on progress and completion.

EDUCATION

Ed.D., Global Sport Leadership (Nonprofit and Organizational Leadership), East Tennessee State University, 2023, Magna Cum Laude

MBA, Strategic Management, University of Houston-Victoria, 2019

BBA, Business Administration and Management, University of Houston-Victoria, 2016

PORTFOLIO, CERTIFICATIONS AND COMMUNITY

CoreTAP: apps.apple.com/us/app/coretap/id6760703788 | play.google.com/store/apps/details?id=com.deltakinetics.core.tap

Seeing the Gap podcast: Apple Podcasts, Spotify, Amazon Music. Live demos of DKSI, AtlasTAP and Command Ops available on request.

Certifications: Salesforce Administrator certificate (Coursera), Instructional Design (Blinn College), VTEP (Points of Light)

Community: Houston Rotary Club, Houston Food Bank volunteer since 2015