

Matthew Hartley

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Education

University of Colorado, Boulder

December 1997

Bachelor of Science, Architectural Engineering

Metropolitan State University of Denver

January 1997 – January 1998

Areas of Expertise

- Photometry
- AGI32 Software
- Lighting Design
- Visual Software
- Manufacturing Processes
- Lighting Survey and Verification
- Leadership Development
- Process Development
- Technical Marketing
- Project Management
- Corporate Education
- Product Management
- Material Requirements Planning
- People Management
- People Skills

Key Achievements

- Received Lifetime Service Award, Street and Area Lighting Conference 2019
- Received patent (US D5,700S) design of custom light fixture 2009
- Guest lecturer, University of Colorado, School on Civil, Architectural and Environmental Engineering May 2011
- Elected Street and Area Lighting Committee Chairman 2014 – 2016
- Appointed to the Illuminating Engineering Society (IES) Education Review Council 2010 – 2017
- Appointed to the Illuminating Engineering Society (IES) Education Materials Review Committee 2017 – 2020
- Street and Area Lighting Conference, Lead Instructor 2009 – Present

Training and Mentoring

- Certified Instructor, IES SEM courses 2017 – Present
- Registered Course for IES "Photometry 101" 2016 – Present
- Lead Instructor and Education Coordinator, Street and Area Lighting Conference 2009 – Present
- Outdoor Lighting Applications Instructor, Street and Area Lighting Conference 2014 – Present

- Guest Lecturer, University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- Intermediate Lighting Instructor, Street and Area Lighting Conference 2004 – 2010
- Advanced Lighting Instructor, Street and Area Lighting Conference 2003
- Basic Lighting Instructor, Street and Area Lighting Conference 2000, 2002
- Fundamentals of Lighting for peerless seminar 2007 – 2008
- Lightfair Introduction to AGI32 lighting software class 2005, 2006
- Survey of Lighting (Lithonia, Lighting Design) 2000 – 2001, 2003
- Fundamentals of Lighting (Lithonia, Outdoor Lighting) 2000 – 2001
- Lithonia Lighting Sports Lighting Design 2001
- SCE&G Outdoor Lighting Basics 2001
- Lighting Basics (Lithonia, Lighting Design) 2000 – 2001
- Lighting Basics (Lithonia, Light and Psychology/Vision) 2000 – 2001
- Outdoor Lighting Basics, Street and Area Lighting Conference 2000
- Outdoor Lighting techniques, Granger 2000

Professional Awards and Honors

- Judge, “Brilliance Awards” 2013
- Judge, “Lightfair International Innovation Awards” 2013
- Judge, “Robert Bruce Thompson Awards” 2011
- IIDA Award of Merit, exterior design Boy Scouts of America Regional Volunteer Center project published in LD&A 2005
- Strathmore’s Who’s Who 2002 – 2003
- Frontline Leadership Zenger Miller 2001
- Lighting Certified (LC) 2000 – Present

Professional Service Positions

- Illuminating Engineering Society Marks Award Committee, Member 2023
- Illuminating Engineering Society Outdoor Nighttime Environment Committee, Advisory Member 2021 - Present
- Illuminating Engineering Society Street and Area Lighting Conference Program Committee, Full Member 2020 – Present
- Illuminating Engineering Society Education, Office and Library Lighting Committee, Co-Chair 2019 – Present
- Illuminating Engineering Society Education, Office, and Library Lighting Committee, Full Member 2019 – Present
- Illuminating Engineering Society Education Materials Review Committee 2017 – 2020
- Illuminating Engineering Society Street and Area Lighting Conference

- Committee, Chairman 2014 – 2016
- Illuminating Engineering Society Street and Area Lighting Executive Committee, Chairman 2014 – 2016
- Illuminating Engineering Society Street and Area Lighting Conference Committee, Vice Chairman 2012 – 2014
- Illuminating Engineering Society Street and Area Lighting Executive Committee, Full Member 2012 - Present
- Illuminating Engineering Society Street and Area Lighting Conference Committee, Interim Secretary 2012
- Illuminating Engineering Society Office Lighting Committee, Full Member 2012 – 2019
- Illuminating Engineering Society Education Review Council 2010 – 2017
- Illuminating Engineering Society Street and Area Lighting Conference Planning Committee, Chairman 2009
- Illuminating Engineering Society Office Lighting Committee, Social Member 2008 – 2011
- Illuminating Engineering Society Street and Area Lighting Conference Planning Committee, Full Member 2006 – 2020
- Illuminating Engineering Society Street and Area Lighting Conference, Education Sub-Committee Chairman 2004 – 2009
- Illuminating Engineering Society Street and Area Lighting Conference, Education Sub-Committee, Full Member 2004 – Present
- Illuminating Engineering Society Full Member 2002 – Present
- Illuminating Engineering Society Street and Area Lighting Conference Committee, Full Member 2002 – Present
- Illuminating Engineering Society Outdoor Environmental Lighting Committee, Full Member 1999 – 2021
- Illuminating Engineering Society Merchandise Lighting Committee, Full Member 1999 – Present
- Illuminating Engineering Society Automotive Retail Sales Lighting Committee, Chairman 1999 – 2016
- Illuminating Engineering Society Associate Member 1995 – 2002
- Illuminating Engineering Society of North America CU Student Liaison 1995 – 1997

Conferences and Presentations

- Panel Member: “Blinded by the Light: Using UGR Effectively”, Lightfair International, New York, NY 2023
- Panel Member: “Addressing Glare Responsibly with UGR for Wellness in Buildings”, Illuminating Engineering Society Annual Conference, Schaumburg, IL 2023
- “EV Charging & the Lighting Industry”, Street and Area Lighting

- Conference, Indianapolis, IN 2023
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Indianapolis, IN 2023
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Dallas, TX 2022
- "Effective Outdoor Lighting: Efficacy & CU", Street and Area Lighting Conference-Virtual 2021
- Panel Member: "Discomfort Glare in Outdoor Nighttime Environments", Raleigh Illuminating Engineering Society Section, Raleigh, NC – Virtual 2021
- Speaker: "Photometry 101", Lightfair International- Virtual 2020
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, San Diego, CA 2019
- Instructor: "Fundamentals of Lighting", Albuquerque, NM Section, Albuquerque, NM 2019
- Speaker: "Photometry 101", Maritime Section, Halifax Nova Scot 2019
- Speaker: "Photometry 101", Maritime Section, Moncton NB 2019
- Speaker: "Photometry 101", Maritime Section, Fredericton, N 2019
- Speaker: "Variance in Physical Photometry", Street and Area Lighting Conference, Orlando, FL 2018
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Orlando, FL 2018
- Speaker: "DLC – A Users Perspective", Street and Area Lighting Conference, Austin TX 2017
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Austin TX 2017
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Beverly Hills, CA 2016
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Savannah, GA 2015
- Instructor: "Outdoor Lighting Applications", Street and Area Lighting Conference, Nashville, TN 2014
- Instructor: "Outdoor Lighting II", Street and Area Lighting Conference Phoenix, AZ 2013
- Speaker: "Photometry 101", Street and Area Lighting Conference, Miami, FL 2012
- Instructor: "Outdoor Lighting II", Street and Area Lighting Conference Miami, FL 2012
- Instructor: "Outdoor Lighting II", Street and Area Lighting Conference New Orleans, LA 2011

- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, Huntington Beach, CA 2010
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, Philadelphia, PA 2009
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, Denver, CO 2008
- Instructor: "Fundamentals of Lighting", Peerless Seminar, Berkeley, CA 2008
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, Seattle, WA 2007
- Instructor: "Fundamentals of Lighting", Peerless Seminar, Berkeley, CA 2007
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, Tampa, FL 2006
- Instructor: "Introduction to AGI32 lighting", Lightfair International, Las Vegas, NV 2006
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, San Diego, CA 2005
- Instructor: "Lightfair Introduction to AGI32 lighting", Lightfair International, New York, NY 2005
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, San Antonio, TX 2004
- Instructor: "Hot Topics in Lighting", Lithonia Seminar, Conyers, GA 2004
- Instructor: "Survey of Lighting: Lighting Design", Lithonia Seminar, Conyers, GA 2003
- Instructor: "Luminaires and Light Control", Outdoor Lighting Symposium, Conyers, GA 2003
- Instructor: "Intermediate Outdoor Lighting Course", Street and Area Lighting Conference, Scottsdale, AZ 2002
- Instructor: "Fundamentals of Lighting, Outdoor Lighting", Lithonia Seminar, Conyers, GA 2002
- Instructor: "Advanced Outdoor Lighting", Street and Area Lighting Conference, Orlando, FL 2001
- Instructor: "Lithonia Lighting Sports Lighting Design", Lithonia Seminar, Conyers, GA 2001
- Instructor: "Survey of Lighting: Lighting Design", Lithonia Seminar, Conyers, GA 2001
- Instructor: "SCE&G Outdoor Lighting Basics", Lithonia Seminar, Conyers, GA 2001
- Instructor: "Lighting Basics: Lighting Design", Lithonia Seminar, Conyers, GA 2001
- Instructor: "Lighting Basics: Light and Psychology/Vision", Lithonia Seminar, Conyers, GA 2001
- Instructor: "Outdoor Lighting Basics", Street and Area Lighting Conference,

- Minneapolis, MN 2000
- Instructor: "Lighting Basics: Lighting Design", Lithonia Seminar, Conyers, GA 2000
- Instructor: "Lighting Basics: Light and Psychology/Vision", Lithonia Seminar, Conyers, GA 2000
- Instructor: "Survey of Lighting: Lighting Design", Lithonia Seminar, Conyers, GA 2000
- Instructor: "Outdoor Lighting techniques", Lithonia Seminar, Conyers, GA 2000
- Instructor: "Fundamentals of Lighting: Outdoor Lighting", Lithonia Seminar, Conyers, GA 2000
- Speaker: "Proposal for Automotive Retail Illuminance Guidelines", IES Annual Conference, New Orleans, LA 1999
- Organizer: CU student section of the IES to assist in the Tri-Regional Conference, Denver, CO 1997

Publications

- Hartley, M. J, et al. "Blinded by the Light: Using UGR Effectively", Lightfair International 2023
- Hartley, M. J, et al. "Addressing Glare Responsibly with UGR for Wellness in Buildings", Illuminating Engineering Society Annual Conference 2023
- Hartley, M. J., Asselin, L.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2023
- Hartley, M. J., De Garcia, I. "E Chnging and the Lighting Industry", *Street and Area Lighting Conference* 2023
- Hartley, M. J, et al. (2022). *Recommended Practice: Lighting Office spaces an American National Standard ANSI/IES RP-1-22* Illuminating Engineering Society 2022
- Hartley, M. J., Asselin, L.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2022
- Hartley, M. J., Hutto, S.M. "Effective Outdoor Lighting: Efficacy & CU." *Street and Area Lighting Conference* 2021
- Hartley, M. J, et al. Office Design in a Post-Covid World. *LD&A*, April 2021 41-44 2021
- Hartley, M. J. "Photometry 101", *Lightfair International* 2020
- Hartley, M. J, et al. (2020). *Recommended Practice: Lighting Retail Spaces an American National Standard ANSI/IES RP-2-20* Illuminating Engineering Society 2020
- Hartley, M. J, et al. (2020). *Recommended Practice: Lighting Office spaces an American National Standard ANSI/IES RP-1-20* Illuminating Engineering Society 2020
- Hartley, M. J, et al. (2020). *Lighting Practice: Environmental Considerations for*

- Outdoor Lighting an American National Standard ANSI/IES RP-2-20* Illuminating Engineering Society 2020
- Hartley, M. J., Smelser, W.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2019
- Hartley, M. J. "Photometry 101", *IES Maritime Section* 2019
- Hartley, M. J., Garcia, J.A. "Variance in Physical Photometry", *Street and Area Lighting Conference* 2018
- Hartley, M. J., Smelser, W.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2018
- Hartley, M. J, et al. "DLC – A Users Perspective", *Street and Area Lighting Conference* 2017
- Hartley, M. J., Smelser, W.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2017
- Hartley, M. J, et al. (2017). *Recommended Practice for Road Lighting RP-2-17* Illuminating Engineering Society 2017
- Hartley, M. J., Smelser, W.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2016
- Hartley, M. J., Smelser, W.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2015
- Hartley, M. J. (2015)"IES SEM-8-15" Road Lighting Seminar", Illuminating Engineering Society 2015
- Hartley, M. J., Smelser, W.A. "Outdoor Lighting Applications", *Street and Area Lighting Conference* 2014
- Hartley, M. J, et al. (2014). *Lighting for Exterior Environments RP-33-14* Illuminating Engineering Society 2014
- Hartley, M. J Smelser W.A. "Outdoor Lighting II", *Street and Area Lighting Conference* 2013
- Hartley Smelser W.A. "Outdoor Lighting II", *Street and Area Lighting Conference* 2012
- Hartley M. J, et al. (2012). *American National Standard for Office Lighting RP-1-12* Illuminating Engineering Society 2012
- Hartley M. J., Smelser, W.A. "Outdoor Lighting II", *Street and Area Lighting Conference* 2011
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2010
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2009
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2008

- Hartley, M. J. "Fundamentals of Lighting", *Peerless Seminar* 2008
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2007
- "Fundamentals of Lighting", Peerless Seminar 2007
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2006
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2005
- Hartley, M. J., Smelser, W.A. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 200
- Hartley, M. J. "Hot Topics in Lighting", *Lithonia Seminar* 2004
- Hartley, M. J., Leadford, K. "Luminaires and Light Control", *Outdoor Lighting Symposium* 2003
- Hartley, M. J., "Automotive Sales Lighting", *Outdoor Lighting Symposium* 2003
- Hartley, M. J. "Survey of Lighting, Lighting Design", *Lithonia Seminar* 2003
- Hartley, M. J. "Fundamentals of Lighting, Outdoor Lighting", *Lithonia Seminar* 2002
- Hartley, M. J. "Intermediate Outdoor Lighting Course", *Street and Area Lighting Conference* 2002
- Hartley, M. J. "Advanced Outdoor Lighting Course", *Street and Area Lighting Conference* 2001
- Hartley, M. J. "Lithonia Lighting Sports Lighting Design", *Lithonia Seminar* 2001
- Hartley, M. J. "Survey of Lighting Lighting Design", *Lithonia Seminar* 2001
- Hartley, M. J. "SCE&G for Lighting Basics", *Lithonia Seminar* 2001
- Hartley, M. J. "Lighting Basics: Lighting Design", *Lithonia Seminar* 2001
- Hartley, M. J. "Lighting Basics: Light and Psychology/Vision", *Lithonia Seminar* 2001
- Hartley, M. J. "Lighting Basics: Lighting Design", *Lithonia Seminar* 2000
- Hartley, M. J. "Lighting Basics: Light and Psychology/Vision", *Lithonia Seminar* 2000
- Hartley, M. J. "Fundamentals of Lighting: Lighting Design", *Lithonia Seminar* 2000
- Hartley, M. J., Eads, J.K. "Outdoor Lighting Basics", *Street and Area Lighting Conference* 2000
- Hartley, M. J. "Outdoor Lighting techniques" *Lithonia Seminar* 2000
- Hartley, M. J. "Fundamentals of Lighting: Outdoor Lighting" *Lithonia Seminar* 2000
- Hartley, M. J. "Proposal for Automotive Retail Illuminance Guidelines", *IES Annual Conference, New Orleans, LA* 1999
- Hartley, M. J. Hartley, M. J., et al. (1999). *Lighting for Exterior Environments RP-33-99* Illuminating Engineering Society 1999

Projects Designed

- Boy Scouts of America Regional Volunteer Center Atlanta, GA

- Southface Eco Office Atlanta, GA
- Scotts Stadium, University of Virginia Charlottesville, VA
- Panther Arena, University of Wisconsin – Milwaukee Milwaukee, WI
- Playa Vista Visitor and Community Centers Los Angeles, CA
- Cancer Survivors Park San Diego, CA
- Garden of Champions Palm Springs, CA

Project Management

- Canada Line Light Rail Platform Lighting – Owner: SNC Lavalin Vancouver BC, Canada
- Georgia Dome, Concourse Lighting – Owner: Atlanta Falcons Atlanta, GA

Work Experience

Matt Hartley Lighting, Principal

July 2015 – Present

- Created a project database which resulted in a 30% increase in productivity, billing, and revision.
- Created a program to assist in aiming linear fixtures on curved surfaces, varying roll and tilt angles allowing for realistic design and renderings.
- Designed and built a 3D printer to assist in Rapid Prototyping of optical designs and educational tools which have been used several classes
- Built a Spectrometer to assist in color measurements of LED sources.
- Completed over 2,000 designs ranging from simple offices to multi-million dollar building campuses.

SL Bagby, LLC

February 2015 – August 2016

Lighting Design Engineer

- Created a Project Database to track projects from inception to completion, which decreased job turn-around time by 15% and tracking errors by 30%
- Worked with the Design Team to create a master schedule to balance the line card while streamlining the design process
- Assisted in creating new procedures for the Design and Technical Integration teams, which increased productivity by 25%

Energie International Collection

January 2009 – September 2014

Technical Product Manager

- Created a product modification program which linked Customer Service and Product Engineering together which reduced Bill of Material errors and duplicate entries by 75%
- Created a program to format IES files from European partners for the US market following a specific structure for all Energie fixtures, reducing the time to market by 75%
- Following a corporate downsizing event, successfully combined Customer Service, Product Development, and Sales Management into one role.
- Created and documented new procedures for Customer Service which increased productivity and order entry by 20%

- Developed a procedure and program to create a fixture in AGI32 using simple optical designs and converting them to usable IES files for design verification.

Peerless Lighting

September 2007 – October 2008

Specification Project Manager

- Managed the design for the Georgia Dome (Atlanta, GA) concourse lighting renovation that included a one-mile continuous fixture with a 1/8" variation where it connected to itself.
- Collaborated on a design for a transit fixture used in all the light rail stations in Vancouver, BC Canada for the 2010 Winter Olympics
- Created a program to manage modification which included real time updates through email which led to an increase of 25% in collaboration response time.

Lighting Analysts
2007

February – September

Manager, Customer Care

- Created a targeted testing program which decreased program errors 50% and reduced time to market by 20%
- Assisted in development strategies for AGI32 and Photometric Toolbox
- Created 30 new objects for AGI32, which include 8 real male and female models.
- Researched day lighting conditions to be utilized in AGI32 ray tracing option based on existing day lighting conditions.

Lithonia Lighting
2005

January 1998 – February

Manager, Exterior Applications

- Managed an average of 10 designs per year for the group and was personally responsible for 2,500 of those projects.
- Created a program for logging projects submitted to Lithonia Lighting that reduced input and tracking errors by 30%
- Worked with the outdoor group on new fixture design from an application perspective which improved design efficiency by 30%
- Designed program to convert over 100 sports lighting typical designs to a different fixture types to expand offering to municipal customers on the Lithonia Lighting website.
- Assigned all projects to the group based on skill set and level of expertise.

Professional Associations and Community Involvement

- Street and Area Lighting Conference: Chairman, Educational Coordinator, Lead Instructor, Planning, Sub-Committee Member, Education Sub-Committee Member, Vice Chair (Past), Education Sub-Committee Chair (Past), Planning Committee Chair (Past)
- Illuminating Engineering Society Full Member, Associate Member (Past)
- Committee Member Illuminating Engineering Society: Education Review Council Member (Past), Outdoor Environmental Committee (Past), Merchandise Lighting Committee, Office Lighting Committee, Outdoor Nighttime Environment, Education Library and Office Committee

- Chairman Illuminating Engineering Society: Automotive Retail Sales Lighting Committee (Past); Education, Library and Office Lighting Committee
- Illuminating Engineering Society Mentor (Past)
- International Dark Skies Work Group Member: Model Lighting Ordinance (Past)
- Past Judge for Lightfair Innovation Awards
- Past Judge for the Brilliance Awards
- Past Judge for the Robert Bruce Thompson fixture design competition

Continuing Education Courses

- Achieve Global: Frontline Leadership – Core Interpersonal Skills
- SEAK: How to Start, Build and Run a Successful Expert Witness Practice
- SEAK: How to Write a Bulletproof Expert Witness Report

Skills

- Time management and reading proficiency
- Strong verbal and written communication
- Critical thinking and research
- Analytical thinking and problem solving
- Leadership and interpersonal
- Commitment to task and attention to detail
- Supervisory
- Proven decision making
- Managing stressful work environment