



## **Matthew Ferry**

*Senior Vice President / Software Development*



## **LAN International**

Matthew Ferry started at LAN International in 2001. Initially hired as a Software Engineer, Matthew quickly and consistently attained higher levels of responsibility during his tenure, including Development Team Lead, Development Manager, and Director of Software Development.

As Senior Vice President, Ferry currently leads the Software Development organization within LAN International and is responsible for continued enhancement and maintenance of the VIERO suite of Revenue Management tools. His division comprises five product oriented program groups located in both California and Florida. The groups, consisting of Business Analysts, Software Engineers, and Quality Assurance Analysts, are continuously engaged in developing improvements and enhanced functionality for the VIERO suite of products. A Development Services team also provides release coordination, and automated software builds and tests.

Ferry is credited as the driving force behind LAN's adoption of an agile development methodology leading to increased customer participation in the development process, shorter delivery cycles, and higher quality products, all of which are integral to the ongoing success of LAN International. In April of 2008, he authored an innovative article for **Radio Magazine** discussing a new technology called *Web Services* and how it will fundamentally change radio software for the better.

Ferry's prior experience includes six years of operating an independent consultancy specializing in custom software development for numerous businesses. Matthew also served for several years in the United States Army, and was stationed overseas in Germany.

Matthew and his wife, who currently live in Lake Forest California with their three children, are both active in several organizations supporting awareness and research for children with Autism, including **Autism Speaks, Spirit League** and **Us Too Gymnastics**.

Ferry attributes "*the creativity of finding unique/novel ways of solving problems and helping people be more productive*" as what initially interested him in software technology. He states that the satisfaction of making daily life better for VIERO users is one of the best parts of his job.