

METRO COUNCIL VACANCY APPLICATION FORM

KRS 67C.103(6) provides that a person must satisfy the following criteria) to serve as a member of Metro Council:

No person shall be eligible to serve as a member of a consolidated local government council unless he or she is at least eighteen (18) years old, a qualified voter, and a resident within the territory of the consolidated local government and the district that he or she seeks to represent for at least one (1) year immediately prior to the person's election. A council member shall continue to reside within the district from which he or she was elected throughout the term of office.

Please provide the following information:

Full Legal Name *

Mathew William Ruberg

Date of Birth *

[REDACTED]

Current Residential Address *



2316 Saratoga Drive
Louisville, KY 40205
United States

Length of residence at current address 8 months

*

[Clerk's Note: See attached email regarding previous address.]

Attach your resume *



[mathew_ruberg_resume.pdf](#) 46.35 KB · PDF

Name *

Mathew Ruberg

Email *

[REDACTED]

By submitting this form, I hereby certify that the above information is true and correct, and I meet all the statutory and constitutional qualifications for the vacant office for which I am applying.

Mathew Ruberg

OVERVIEW

Outgoing, quick learner that thrives in collaborative work. Indefatigable energy even (and especially) in the face of obstacles. Looking to join a team that works together with a shared vision and a mission beyond just the bottom line. Broad background in tech, politics & advocacy.

EXPERIENCE

Community Engagement Coordinator, The Library Foundation

February 2023 - Current

- Building community connections to support the Louisville Free Public Library in its mission to promote the broadest possible access to knowledge, ideas and information, and to support them in their pursuit of learning

Director, Rank The Vote Kentucky

September 2022 - Current

- Helped found civic non-profit advocating for Ranked Choice Voting legislation in Kentucky
- Educate legislators & the public through events, canvassing and other outreach
- Full administration of NationBuilder CRM for tracking volunteers, prospects, outreach & fundraising efforts

Targeting Analyst, National Democratic Redistricting Committee

February 2022 - July 2022

- Built interactive reports in Google Sheets for both internal and partner use. Collaborated with consumers and stakeholders to build elegant, easy to read reports that were simple and resilient to change
- Built target lists for grassroots & litigation outreach from voter file using public data, predictive modeling
- Evaluated effectiveness of target list outreach and continuously monitored suggested improvements during future outreach
- Built state legislative chamber battlefield model with the ability for all team members to edit model assumptions and instantly see how that changed the battlefield

Regional Digital Organizer, South & West Region, National Democratic Redistricting Committee

March 2021 - February 2022

- Developed & facilitated national public education programming “Redistricting 101” for 1,300+ volunteers & supporters
- Built Google Form/Sheets online feedback pipeline to address attendee feedback and ensure learning goals were being achieved. When rated 1-10, [attendee knowledge of redistricting improved 3.2 points](#) after attending
- Built and executed grassroots strategy with in-state partners coordinating internal resources across litigation, social media, branding & creative, political and exec teams

- Leveraged tech background to facilitate our work through all of our tech tools: Slack, Learning Management System, Email & Texting campaigns, Zoom, Zapier

Campaign Technical Specialist, Digidems

Deputy Field Director, Wendy Davis Congressional Campaign

June 2020 - November 2020

- Built tool to programmatically query and format donor giving history as part of the highest raising challenger seat in the cycle \$9MM+
- Increasing responsibility throughout the campaign: Campaign Tech Specialist to Mobilization Director to Deputy Field Director
- Full administration of Relational Organizing program for campaign
 - 150+ users, contacted 1500+ unique voters
 - Led open Office Hours working directly with new users to navigate an unfamiliar app and explain *why* using the app was important
 - Worked directly with other Congressional and State campaigns to increase reach through in-app cooperation and joint events
- Full administration of Texting Program through Outvote
 - 1000+ shifts scheduled, 500,000 texts sent
 - Wrote volunteer [documentation](#), led volunteer shifts and trained others to lead
- Direct contact to DCCC responsible for all reporting, weekly status update, and communicating their priorities to the rest of the team

Web Dev Consulting, Volodalen Swiss Sports Lab

November 2019 - May 2020

- Designed and taught SQL and C++ classes for employees transitioning to more technical roles
- Engaged with client to revise and redeploy internal web app. Wrote up a plan with business owners to document all proposed work and split it into separately deployable parts. Regularly communicated progress to business owners and re-prioritized if necessary

Director of Technology, Beyond Pulse

September 2018 - November 2019

- Maintained Project Roadmaps and Product Backlog, estimating effort and delivery dates. Regularly communicated technical progress to our business team, working to quickly reprioritize when business demands needed it
- Technical supervision of multiple international software development and sports science teams totalling over a dozen members. Ensured swift resolution of anything blocking development
- Communicated diligently with business and technical teams to be both agile enough to respond to changing business needs and stable enough to give tech team the space to create thoughtful, resilient code
- Queried with SQL to build all types of bespoke reporting like monthly usage reports for both coaches and players, app & sensor reliability
- Worked directly with customers to identify and resolve any and all reported technology issues

Software Developer, Veterinary Data Services Inc.

October 2011 - June 2014, February 2015 – Aug 2018

- Full-Stack software developer. C# apps deployed on premise and in the Azure cloud. Modern frontend and backend Javascript web apps
- API for thousands of Veterinary Practices' data across North America
- Implemented weekly developer 'Cross Training' meetings to foster teamwork across developer groups and standardize development processes.

EDUCATION

University of Kentucky, BBA Decision Science & Information Systems

University of Kentucky, BA Political Science

3.7 GPA

Harward, Sonya

From: Mathew Ruberg [REDACTED]
Sent: Friday, March 3, 2023 6:47 PM
To: Harward, Sonya
Subject: Re: METRO COUNCIL VACANCY APPLICATION FORM [#49]
Attachments: image001.jpg

Follow Up Flag: Follow up
Flag Status: Flagged

CAUTION: This email came from outside of Louisville Metro. Do not click links, open attachments, or give away private information unless you recognize the sender's email address and know the content is safe.

Hello Sonya -

Before my current residence I lived at 2228 Talbott Avenue 40205 for 13 months. 2228 Talbott is also located in the 8th district.

If I can provide any other information regarding my application please let me know!

Mat

On Fri, Mar 3, 2023, 5:06 PM Harward, Sonya [REDACTED] wrote:

Mr. Ruberg,

You state below that you've lived at your current residence for 8 months. Can you please provide your immediate previous address and the length of time you lived there so we can determine if you have lived in District 8 for at least one year?

Thank you,

Sonya

