

Matthew Alexander Ruxton

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SUMMARY

Revenue operations leader with 8 years in B2B SaaS GTM operations, implementation, and CRM strategy. At Ignite Reading, owns forecasting, funnel accountability, and the HubSpot ecosystem behind growth from 8,250 to 14,400 seats sold (+75%, ~\$36M in bookings), while lifting the renewal rate from 45% to 80%. Turns conversion data into the targets, definitions, and SLAs that Sales, Marketing, and CX leaders are held to, and presents the numbers to the CEO and CFO. Sets direction for an AI-enabled revenue stack, including an agentic data quality check, AI record summarization, and LLM-scored RFP qualification, that takes admin work off GTM teams. Built Ignite's RevOps function and manages its team. Led a Salesforce-to-HubSpot migration for a 50-person GTM team. Member of HubSpot's 2026 Customer Advisory Board.

WORK EXPERIENCE

Ignite Reading

Remote (FL)

Senior Manager, Revenue Operations

2023-Present

- Revenue growth: Rebuilt GTM processes and systems behind growth from 8,250 to 14,400 seats sold (+75%, ~\$36M in bookings)
- Retention: Drove the customer renewal rate from 45% to 80% since 2023
- Forecasting: Launched a seasonal goal and forecasting system inside HubSpot in 4 days, giving leadership seat-based targets by selling season that HubSpot Goals could not model
- Incentive design: Own variable comp interpretation for the Partnerships sales team, producing pre-approval commission estimates reviewed with the CEO and CFO
- Funnel conversion: Redesigned lead qualification and full-funnel reporting, lifting SAL-to-SQL conversion from 8% to 37% in 6 months
- Definitions and SLAs: Set the lead lifecycle, scoring model, and SLA-based routing to sales, cutting speed-to-lead 30% over 6 months
- Attribution and spend: Built attribution models and campaign ROI tracking that let leadership cut underperforming paid channels, reducing marketing spend 25%
- Executive visibility: Built rep-level and executive dashboards that surfaced the GTM gaps behind a 75% reduction in lead loss in one quarter
- CRM architecture: Redesigned the core CRM data model in 2 months and drove 95% adoption across 120+ users on 6+ teams, cutting CS and Implementation data entry errors 86%
- AI-enabled automation: Introduced an AI data quality agent, AI deal and ticket summaries that cut time-on-record 77%, and an LLM-scored RFP go/no-go workflow
- Process compliance: Rolled out a deal compliance check in HubSpot that cut launch errors and miscommunication 88% in 2026
- Team leadership: Built the RevOps charter and operating principles; manage and develop a Sales Operations Associate against a competency framework

Lavu POS

Tampa FL (Hybrid)

Revenue Operations Manager

2022-2023

- Led the migration of the full GTM team (~50 people) from Salesforce to HubSpot in 3 months, covering data migration, process redesign, reporting rebuild, and sales enablement
- Grew new-business sales 35% month-over-month for 5 months by launching an integrated Deal Desk and redesigning the new-business sales process
- Recovered 30%+ of at-risk revenue by syncing product usage data into HubSpot (Amazon S3 + Hightouch) so retention teams could act on churn signals
- Reduced 30-day new-sale churn 40% by tightening data capture across Formstack and Chargebee billing
- Cut customer onboarding from 48 to under 21 days with a Professional Services pipeline and ticketing system

Sendlane

Remote (FL)

Implementation Manager

2021-2022

- Led 35+ client implementations in 90 days, cutting time-to-value for ICP clients from 45 to 7 days
- Rebuilt HubSpot for Sales, Marketing, and Success with actionable data and executive dashboards

Masonite

Tampa FL

Product, Installation & Operations Support Lead

2020 - 2021

- Founded the company's first B2C Consumer Experience team for its first smart door product, and delivered a HubSpot CRM that cut registration time 75% and improved data quality 65%

Upserve

Denver, CO & Tampa FL

Senior Customer Implementation Specialist

2018 - 2020

- Cut hardware installation timelines 85% by building prerequisites, custom objects, and dashboards into Salesforce
- Improved third-party installation success rates 65% with standardized installation documentation

EDUCATION

DeVry Institute of Technology

Calgary AB

Bachelors of Business, Minor in Network Administration

2013

SKILLS & EXPERTISE

Revenue Strategy: Forecasting and Goal Setting, Full-Funnel Metrics and Conversion Analysis, Pipeline Management, Variable Comp and Incentive Design, Deal Desk, GTM Definitions and SLAs, Executive Reporting

CRM Architecture: HubSpot (2026 Customer Advisory Board), Salesforce, Data Model and Custom Object Design, Salesforce-to-HubSpot Migration, Data Governance, Integrations

AI and Automation: Agentic Workflows, AI Data Quality, AI Record Summarization, LLM-Scored Qualification, Claude and Claude Code, HubSpot Breeze

Marketing Ops: Lead Scoring, Lead Routing and SLAs, Lifecycle Stages, Attribution, Campaign Operations, Data Enrichment

Tools: HubSpot, Salesforce, Gong, Hightouch, Apollo, Chargebee, Stripe, Zapier and Make, SQL, Vercel, Supabase, Notion, Jira, Slack

INTERESTS

Disney Parks, 3D Modeling & Printing, Coffee & Espresso, Photography, Videography, Drone, Creative Design, Comedy