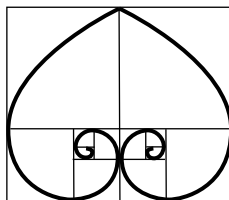


ACE LE

REVENUE OPERATIONS MANAGER
PIPELINE, FORECASTING & CRM SYSTEMS



CV
MAR 2026

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EXECUTIVE SUMMARY

Revenue Operations leader with **15+ years** of experience owning pipeline infrastructure, CRM systems, and lifecycle optimization across B2B technology environments. Proven track record improving conversion rates (**+66%**), scaling inbound pipeline (**~300 SQLs/month**), and building reporting frameworks that support forecasting, data integrity, and executive decision-making.

Revenue Operations & Systems

- CRM: HubSpot (Advanced), Salesforce (familiarity)
- Reporting: Pipeline dashboards, conversion tracking, funnel analysis
- Lifecycle: MQL/SQL definitions, scoring models, routing logic
- Forecasting Support: Pipeline inspection, stage conversion analysis

WORK EXPERIENCE

Principal Systems Architect & Technical Lead (Private AI/ML Contract) | Aug 2025 – Present

- Developing functional AI proofs-of-concept using Python to align technical roadmaps with enterprise business goals.
- Designed and implemented GTM automation workflows (scoring, routing, enrichment) to improve pipeline quality, routing efficiency, and sales conversion.

Marketing Manager & GTM Systems Lead Ocal Financial (TSX-V: OCAL) | Nov 2024 – July 2025

- Lifecycle Growth Systems: Designed and tested automated acquisition, activation, and expansion lifecycle programs.
- Identified pipeline bottlenecks and implemented automated routing, scoring, and lifecycle workflows to increase conversion velocity and reduce CAC by 66%. Led onboarding and implementation of GTM systems across sales and marketing teams.
- Worked with sales leadership to diagnose and improve SQL conversion through scoring, routing, and enablement systems.

Marketing Manager & GTM Systems Lead Polyga Inc. (Acquired by LMI) | Jan 2023 – Feb 2024

- Market Intelligence & Enablement: Led strategies that secured a **#1** global search ranking and acquisition by LMI Technologies.
- Acquisition Success: Directed the technical systems modernization and GTM standardization that led to a successful exit.
- Led end-to-end delivery of operational and GTM initiatives, coordinating cross-functional teams across product, marketing, and sales to ensure successful rollout and adoption.

Marketing Operations Lead Terramotus Solutions Inc. (Contract) | Feb 2021 – Dec 2022

- Full-Cycle GTM: Global Deployment of Industrial products, coordinating PR, technical specifications, and distribution.
- Digital Infrastructure: Developed High-Fidelity Wireframes and Web Infrastructure to support High-Impact Product Launches.
- Scale and Standardization: Directed Global Systems Standardization, managing Technical Writing and informational Design.

Principal Growth Consultant & GTM Specialist Acele.ca | 2011 – 2020

- Infrastructure Strategy: Full-stack Development and Technical SEO/SEM execution for high-traffic, multi-million dollar clients.
- Revenue Strategy: Designed User Acquisition Systems and Media Proposals, aligning Technical Specs with Market Demand.
- Technical Communications: Editorial strategy and PR for large-scale events, securing grants and major media coverage.

EDUCATION

- Certificate in New Media Design & Web Development (Systems Focus) | British Columbia Institute of Technology - 2017.
- Platforms: Salesforce, Tableau, 6sense (or CommonRoom), HubSpot (Advanced), Clay, Python.