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EXECUTIVE SUMMARY

Revenue Operations and GTM Systems leader with **15+ years** of experience building scalable sales and marketing infrastructure for high-growth technology organizations. Experienced in pipeline reporting, CRM governance, and cross-functional operational alignment across Sales, Marketing, and Customer Success teams. Proven record of designing automated lead and pipeline systems that improve revenue efficiency and forecasting accuracy.

KEY ACHIEVEMENTS

- Exit & Pipeline Leadership: ABM and GTM Systems for acquisition (Polyga by LMI/TSX-V:OCAL); Lead-to-Revenue **+66%**.
- AI/ML Orchestration: Engineered high-availability **RAG** pipelines and agentic workflows, achieving **90%+ LLM** accuracy.
- Systems Governance: Established **99%** technical standards for global infrastructure, leading **API-first** and cloud-native designs.

WORK EXPERIENCE

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

- AI-Enabled GTM Transformation: Designing agentic workflows and RAG to automate account intelligence and sales research.
- Developing functional AI proofs-of-concept using Python to align technical roadmaps with enterprise business goals.

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.
- Built automated revenue pipeline generating 300+ qualified opportunities per month supporting enterprise and mid-market.
- Marketing Operations: Standardized 20+ SOPs, integrating Google Ads with HubSpot for full-funnel visibility.

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.

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.
- Core Competencies: Account-Based Marketing (ABM), P&L Ownership, Revenue Operations (RevOps), Data Governance.