

MATTHEW MORRISON

Telford, PA • 215-262-8799 • morrison1252@gmail.com • linkedin.com/in/mattmorrison-pa • mattmorrison.io

SALES ENABLEMENT & APPLIED AI SYSTEMS BUILDER

PROFESSIONAL SUMMARY

Commercial operator with 10+ years spanning complex consultative sales, multi-market leadership, process design, forecasting rhythms, CRM discipline, and frontline adoption. Led an eight-state, sales team tied to \$51M+ in team revenue and personally closed \$4.5M+. Best in process-forward roles that need a practical bridge between field teams, leaders, and systems owners.

CORE CAPABILITIES

Commercial process design • GTM program management • Sales operations • Workflow mapping • CRM discipline & adoption • Forecasting rhythms • KPI diagnosis • Change enablement

RELEVANT EXPERIENCE

Independent Consultant & Applied AI Systems Builder | Jan 2026–Present

Morrison Systems LLC | Greater Philadelphia / Remote | Portfolio-led independent practice

- Designs portfolio-led commercial workflow frameworks, sales-process diagnostics, manager tools, and practical AI-assisted systems; practice is early-stage and pre-revenue.
- Developing Meridian Sales Intelligence, a prototype that structures preparation, debrief, follow-up, coaching, and operating visibility for field-sales teams.
- Won first place in the global Abacus.AI Deep Agent Competition (Dec 2025) for an AI-powered workflow concept and working build.

Regional Sales Manager | Jan 2021–Aug 2023

Anthony & Sylvan Pools | Warminster, PA

- Directed performance across an eight-state territory supporting \$51M+ in annual team revenue.
- Created a standardized discovery-to-close operating playbook that was adopted across multiple regional markets, improving consistency without separating process from field reality.
- Established deal-stage, coaching, and review frameworks that helped leaders diagnose conversion gaps and focus field support on the highest-leverage behaviors.
- Partnered with senior leaders on forecasts, territory reviews, resource allocation, market priorities, and execution follow-through.

Renovation Sales Specialist | 2017–2021 & 2023–2025

Anthony & Sylvan Pools | Doylestown, PA

- Closed \$4.5M+ with a \$28K average deal, demonstrating the commercial judgment behind the systems and standards later used in leadership.
- Managed complex, 30-60+ day projects from discovery through contract, coordinating scope, expectations, follow-up, and multiple decision points.
- Used systematic CRM discipline and defined next steps to maintain an active pipeline across work ranging from \$20K to \$120K+.

VP, Operations & Customer Service | 2003–2010

The Game Shop | Hatfield, PA

- Led staffing, customer service systems, and day-to-day operations for a regional specialty retailer through multi-year growth.
- Built repeatable operating practices across customer experience, team coordination, and store execution in a resource-constrained environment.

Event Solutions Consultant | 2015–2016

FedEx Office | Phoenix, AZ & Las Vegas, NV

- Drove 300% year-over-year revenue growth in Signs & Graphics through structured discovery, solution expansion, and coordinated delivery for corporate event accounts.
- Recognized as part of the 2016 Team of the Year for sales performance and client satisfaction; served clients including JW Marriott and Westin Kierland.

LG Product Sales Consultant | Nov 2024–Aug 2025

Best Buy | Montgomeryville, PA

- Ranked #8 nationally among all LG product specialists, combining strong execution with consistent translation of complex product choices for customers.

Sales Consultant | Aug 2025–Feb 2026

Pella Windows & Doors / Gunton Corp | Greater Philadelphia, PA

- Owned discovery, design consultation, proposal development, follow-up, and close for custom residential projects.

In-Home Sales Consultant | Feb 2026–May 2026

Comer & Cross Concrete Floor Coatings | Greater Philadelphia, PA

- Conducted in-home residential and commercial consultations in a high-volume, fast-cycle sales environment.

SYSTEMS & TOOLS

CRM workflow and follow-up • Sales-process documentation • No-code automation • AI-assisted workflow design • Microsoft Office • Presentation development • Operating reviews and scorecards

EDUCATION & COMMUNITY LEADERSHIP

Cairn University | Leadership & Ministry Studies | Langhorne, PA

Youth & Assistant Pastor | Warrington Fellowship Church | 2010–2014

Public speaking, staff mentorship, and organizational systems development for groups of 30–200+.