

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

Frontline sales operator and former regional leader who turns inconsistent discovery, follow-up, and coaching into practical systems teams will use. Personally closed \$4.5M+ in sales, then led an eight state sales team tied to \$51M+ in team revenue. Builds playbooks, coaching tools, training materials, scorecards, and AI-assisted workflows grounded in real sales behavior and measurable adoption.

CORE CAPABILITIES

Sales enablement strategy • Playbooks & onboarding • Manager coaching systems • Training & facilitation • AI-assisted sales workflows • CRM adoption • Performance diagnosis • Cross-functional GTM partnership

RELEVANT EXPERIENCE

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

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

- Builds portfolio frameworks, workshop materials, coaching systems, and working product prototypes for sales enablement and practical AI adoption; practice is early-stage and pre-revenue.
- Developing Meridian Sales Intelligence, a prototype coaching and workflow platform designed to help field-sales teams prepare, debrief, follow up, and coach with greater consistency.
- 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 sales strategy across an eight-state territory (RI, CT, NY, NJ, PA, DE, MD, VA) supporting \$51M+ in team revenue.
- Built a discovery-to-close sales playbook from a blank slate; the operating framework was formally adopted across multiple regional markets.
- Designed coaching systems and deal-stage frameworks, then used field coaching and joint appointments to isolate rep-level conversion breakdowns and reinforce better behavior.
- Partnered with senior leadership on territory performance reviews, forecast accuracy, resource allocation, and consistent field execution.

Renovation Sales Specialist | 2017–2021 & 2023–2025

Anthony & Sylvan Pools | Doylestown, PA

- Closed \$4.5M+ in custom renovation projects with a \$28K average deal size.
- Managed 30-60+ day, multi-stakeholder sales cycles and scopes ranging from \$20K resurfacing projects to \$120K+ multi-system builds.
- Maintained pipeline momentum through disciplined CRM use, clear next-step standards, and a consultative follow-up cadence.

ADDITIONAL SALES & ENABLEMENT EXPERIENCE

LG Product Sales Consultant | Nov 2024–Aug 2025

Best Buy | Montgomeryville, PA

- Ranked #8 nationally among all LG product specialists; translated complex product options into clear, high-value home-theater recommendations.

Sales Consultant | Aug 2025–Feb 2026

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

- Managed the complete in-home sales cycle for custom windows and doors: discovery, design consultation, proposal, follow-up, and close.

In-Home Sales Consultant | Feb 2026–May 2026

Comer & Cross Concrete Floor Coatings | Greater Philadelphia, PA

- Conducted residential and commercial consultations for premium polyaspartic coating systems in a high-volume field-sales environment.

Event Solutions Consultant | 2015–2016

FedEx Office | Phoenix, AZ

- Drove 300% year-over-year growth in Signs & Graphics by diagnosing event-client needs and expanding custom print, signage, and branding solutions.
- Recognized as part of the 2016 Team of the Year for sales performance and client satisfaction; supported corporate clients including JW Marriott and Westin Kierland.

VP, Operations & Customer Service | 2003–2010

The Game Shop | Hatfield, PA

- Led staffing, service standards, and operating systems for a regional specialty retailer through multi-year growth.

SELECTED PROOF OF WORK

Morrison Systems portfolio | morrisonssystem.com | Sales playbooks, coaching tools, workflow concepts, and Meridian prototype materials.

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+.