

# Matthew Montez

## Account Executive — MarTech, AI & SMB Growth

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### Profile

Full-cycle sales professional with 18 years selling to small and mid-market businesses — 9 years as a Senior Account Executive at iHeartMedia and 8 years running my own marketing agency, where every client was one I prospected, closed, and kept. I sell what I have lived: marketing technology, AI-powered automation, and local-business growth. Best fit: SMB/mid-market AE roles at SaaS, MarTech, AI, and local-business platforms where buyers need a seller who genuinely understands their world.

### Career Highlights

- **\$1.5M** in annual sales in my best year at iHeartMedia, plus a \$1.2M multi-market deal closed on top of my local book.
- **8 years** running The MBC Group — prospected, closed, and renewed every client myself across medical, legal, home services, hospitality, and B2B tech.
- **Built the inbound engine** for TRAX Analytics, a facility-tech platform used at major U.S. airports — my website and SEO program produced a steady flow of enterprise demo requests.
- **Published authority** — featured in HubSpot, TechBullion, TalentCulture, and 15+ other national outlets as an expert source on marketing and AI.

### Professional Experience

**Founder — Sales & Client Strategy** | The MBC Group LLC | Denver, CO | 2018 – Present

- Own the full B2B sales cycle for a subscription marketing agency: outbound prospecting, discovery, proposals, pricing, negotiation, close, onboarding, and renewal — pipeline managed in HubSpot CRM.
- Generated 30+ inbound enterprise demo requests in 10 months for TRAX Analytics — a facility-tech platform used at major U.S. airports — through the website and SEO program I built and ran.
- Drove the sales growth and stabilization that R2 Medical Clinic, a multi-year retained client, attributes to MBC Group.
- Produced brand activations for national brands, including the Modelo Day of the Dead event for Constellation Brands at Denver's Ogden Theatre — concept, promotion, production, and recap film.
- Built and launched a custom AI chatbot/assistant for clients, plus AI-driven campaigns with published results (40% engagement lift from personalized product recommendations).

**Senior Account Executive** | iHeartMedia | Denver, CO | 2008 – 2017

- Sold integrated advertising across radio, digital, promotions, and events to local and national clients at one of the country's largest media companies — \$1.5M in annual sales in my best year.
- Closed a \$1.2M multi-market deal with Time Share Exit Team — a national campaign sold across multiple iHeart markets, over and above my local Denver book.
- Won the pitch for Blue Moon's 20th Anniversary party at the brewery: built the integrated iHeartMedia campaign, booked the national headline talent, produced the show, and activated the promotion with the Blue Moon team — earning the Broadcasters Association's Best Sales Event award.
- Pitched, sold, and produced Money Maker Saturday Night — a \$250K sponsored event at Denver's Ogden Theatre — owning the concept, the sale, and the show itself.

### Sales Skills & Tools

- **Sales:** full-cycle B2B sales, consultative/solution selling, discovery, objection handling, negotiation, closing, pipeline management, forecasting, account expansion, renewals.
- **Tools:** HubSpot CRM, Google Ads, Meta Ads, Google Analytics, Tableau, WordPress, Canva, Figma, Adobe Creative Suite, AI tools (chatbots, automation, AI-assisted research and personalization).

### Education

Bachelor of Science, Integrated Media Communications / Marketing — Illinois State University