Aaron May

Revenue Operations and AI Automation Leader

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PROFILE

Operator and builder with 20 years of founding and running businesses, from award-winning hydrocarbon extraction to AI revenue systems. I find where revenue leaks out of a business and build the systems that stop it: leads answered in 30 seconds or less, cancellations turned into saves, onboarding cut from weeks to days.

I write the software myself, including CloseMagnet, a full SaaS platform with paying customers, and I write the SOPs that teams run on. I work best in small, results-driven teams where the numbers decide what happens next.

SELECTED RESULTS

- Built a cancellation save flow that kept 55.5% of cancelling customers: 122 clients and $1.4M in annual revenue retained.
- Cut customer onboarding from 45 days to 3.
- Cut $7,494 a month in wasted ad spend while adding $5,248 in lifetime value per client by restructuring plans.
- Installed AI lead handling for 30 clients that answers every new lead in 30 seconds or less and has revived hundreds of dead leads.
- Won 8 HempCon awards in 2017 and 2018, including 4 Best Extract championships.

CORE SKILLS

Revenue operations · Churn reduction and retention · Onboarding design · Pricing and plan design · Speed-to-lead systems · AI voice agents · CRM architecture (GoHighLevel) · Workflow automation (n8n, Zapier) · Funnel architecture and pixel tracking · SOP development · Project systems (ClickUp, Airtable) · Full-stack SaaS development · A2P 10DLC compliance · Consultative sales (NEPQ)

EXPERIENCE

Founder, Thriven Consulting **2015 - Present**

Consulting and fractional practice for growing companies: operations audits, revenue systems and AI automation builds. *Sacramento, CA (remote)*

Founder and Lead Engineer, LeadAttractor **Jun 2023 - Present**

AI lead handling for real estate investors: systems that answer, qualify and follow up on every lead so no lead waits on a slow reply. *Remote*

- Founded the company and sold, installed and supported the system for 30 clients, with top accounts worth $25K to $30K.
- Built lead response that reaches every new lead in 30 seconds or less by text, email or AI phone call.
- Built dead lead revival campaigns that have brought hundreds of old leads back into conversation.
- Designed the core system: speed-to-lead with AI phone calls, inbound AI voice qualification, dead lead revival and pipeline management, delivered on a white-label CRM with n8n workflows.
- Wrote CloseMagnet, a multi-tenant SaaS platform covering AI calling campaigns, campaign AI coaching, call coaching, team rollups, transaction management, KPIs, commission management, fix and flip management, property buyer management, comping, property underwriting, deal analytics, and AI buyer searching. It is live with paying accounts.
- Handle A2P 10DLC registration and messaging compliance for every client.

Senior Operations Executive (Contract), AudienceLab **Mar 2024 - Mar 2026**

B2B audience data SaaS company. Brought in to build the operating systems behind sales, onboarding and retention. *Remote*

- Designed and launched a cancellation save flow that kept 55.5% of cancelling customers: 122 clients and $1.4M in annual revenue retained.
- Rebuilt onboarding, cutting time to a live customer from 45 days to 3.
- Eliminated the low-tier plan, raising the entry price.
- Cut $7,494 a month in wasted ad spend while adding $5,248 in lifetime value per client by restructuring plans.
- Split the funnel architecture by product line and set up pixel tracking for cleaner attribution.
- Ran 35 projects across 7 departments on a ClickUp system I built, backed by an Airtable database of 1,500+ customers.
- Wrote 10 to 12 SOPs for core operations and delivered a full operating review of the company's numbers to leadership.

Founder, Thriven **2015 - 2023**

Extraction equipment supply company serving cannabis processors. *California*

- Sold extraction equipment to multiple buyers from 2015 to 2023, alongside running Infinite Extracts until 2021.

Founder, Infinite Extracts **2005 - 2021**

Medical cannabis cultivation and extraction company, operating under California's medical program before state licensing existed. *California*

- Built and ran the company for 16 years, cultivating from 2005 and running butane extraction from 2012 to 2021, growing to about $50K in monthly revenue with a team of 2 to 5.
- Ran butane (hydrocarbon) extraction, where one mistake can mean a fire or explosion, with zero safety incidents.

AWARDS

- HempCon: 8 awards across 2017 and 2018, including 4 Best Extract championships.

TRAINING

- 7th Level Inner Circle: NEPQ consultative sales training (4 months).
- Results-Driven Small Group: business mastermind (6 months).
- SubTo: real estate investing community (ongoing member).

TOOLS AND TECHNOLOGY

CRM and automation: GoHighLevel, n8n, Zapier, CloseBot, ClickUp, Airtable

Voice and messaging: AI voice agents, Twilio, A2P 10DLC

Software: Supabase and Neon (Postgres), Vercel, Cloudflare Workers, Stripe, SQL

AI: OpenAI models, AI-assisted development (Claude Code, Codex, Cursor)

Growth: Funnel architecture, pixel tracking and attribution, paid ad efficiency