

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 monthly recurring revenue 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

2026 - 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 calling campaigns, billing and credits, and a knowledge base. 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 monthly recurring revenue 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