

MATTHEW McGREAL

**AI WORKFLOW ARCHITECT | OPERATING MODEL
DESIGNER | PROTOTYPE BUILDER**

I turn operational complexity into clear workflows,
governed decisions, and practical AI-enabled
systems.

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getatlasflow.io

CORE CAPABILITIES

- Operational discovery & workflow modeling
- Intelligent operating models
- Steel-thread definition
- Validated proof-of-concept design
- Human-in-the-loop AI governance
- Structured data & automation
- Rapid HTML / Airtable prototyping
- Executive facilitation & storytelling

TOOLS & TECHNOLOGIES

Airtable • HTML/CSS/JavaScript • Vercel • GitHub • OpenAI •
Claude • APIs • JSON • n8n • Make • HubSpot • Salesforce

EDUCATION

B.S. Business Administration

Indiana Wesleyan University

Certified ScrumMaster (CSM)

PROFILE

Builder and business operator with 20+ years of experience understanding complex client environments, shaping solutions, and moving ideas from ambiguity to action. Now focused fully on AI workflow architecture: discovering how work actually happens, modeling the operating environment, and building practical prototypes that combine structured data, automation, AI assistance, and human control.

SELECTED BUILDS

ARC — Clinical Education Operations

Designed a governed schedule-change workflow that captures post-distribution requests, evaluates readiness and risk, surfaces the next action, and routes decisions to the appropriate human reviewer. Built a working operations-review prototype and supporting case-study assets.

ADA — Real Estate Communication Operations

Designed the Contact → Transaction → Source Capture → Action operating backbone and a human review/edit/approve/publish workflow for AI-assisted client communication. Built the operational database, dashboard concepts, and application architecture.

CAL — Field-Service Intake & Triage

Built an end-to-end Airtable prototype that converts messy service requests into structured jobs, urgency signals, recommended actions, and an owner morning brief while preserving dispatch and owner accountability.

ANIMAL SPIRIT — Personal Insight App

Created and deployed a guided reflection application that maps ten situational questions to primary and supporting animal archetypes, producing a coherent personal narrative users can revisit and share.

EXPERIENCE THAT SUPPORTS THE BUILD

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CURRENT PRACTICE

AtlasFlow — Founder / AI Workflow Architect | 2026–Present

- Created AtlasForge and the Intelligent Operating Model as a reusable foundation for governed AI workflow design.
- Lead discovery, define steel threads and VPOCs, and translate operational context into structured data, workflow logic, interfaces, and governance.
- Build and validate thin working systems using Airtable, HTML, APIs, AI services, GitHub, and Vercel.

PROFESSIONAL EXPERIENCE

FusionSoft — Enterprise Product Sales Manager

2024–2026

Indianapolis, IN

- Sold workflow-oriented SaaS solutions into utilities and operationally complex enterprises, aligning technology to risk, compliance, field operations, and efficiency outcomes.
- Built the sales operating system from the ground up: target accounts, buyer mapping, outbound sequences, CRM stages, next-step discipline, and forecast reviews.
- Led discovery, product positioning, executive presentations, pricing, contract support, and close planning; translated field feedback into clearer product and go-to-market decisions.

Wavicle Data Solutions — Associate Director of Sales

2022–2023

Chicago, IL

- Built a net-new financial-services portfolio from zero through targeted research, outbound prospecting, referrals, networking, and account planning.
- Managed complex multi-stakeholder cycles from discovery and solution alignment through executive presentation, pricing, and contract execution.

DMI — Senior Client Partner

2021–2022

Indianapolis, IN

- Led consultative technology engagements across mid-market and enterprise accounts, aligning solutions to operational, compliance, and transformation objectives.
- Managed pipeline, stakeholder alignment, forecasting, and executive communication across complex opportunities.

Slalom — Sales Executive

2019–2021

Boston, MA

- Grew a Fortune 100 account from \$1.2M to \$10M in 18 months through strategic account planning, executive relationships, and disciplined opportunity expansion.
- Expanded into new buyers and geographies while maintaining accurate pipeline management across multiple enterprise workstreams.

Capgemini — Geographic Vice President

2015–2019

Indiana & Michigan

- Drove 25% year-over-year regional revenue growth through new business acquisition, account expansion, and go-to-market execution.
- Developed regional strategy across regulated, industrial, and technology-driven markets.

Fusion Alliance — Enterprise Account Manager

2004–2015

Indiana

- Consistently attained 120%+ of an eight-figure annual quota over 11 years through new business development, account expansion, retention, and trusted client relationships.
- Built durable enterprise accounts through discovery, referrals, proactive prospecting, and consultative solution design.