



Matthew Steven LaCrosse

Sales & Marketing Leader

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Work Experience

CMO & Head of Product

3/23 - Present

iRocket

As the visionary behind the iRocket Community, I spearheaded the creation of a service platform that epitomizes the synergy of collaboration and innovation. My strategic leadership was instrumental in crafting a unique ecosystem that seamlessly integrates AI, education, and collaborative ventures. I successfully orchestrated a diverse team to develop a suite of empowering tools and resources, nurturing a culture of continuous learning and innovation. This culminated in the establishment of an expansive ecosystem, featuring ten distinct products and services under the iRocket brand, each contributing to a holistic, innovative community experience.

CMO

5/22 - 3/23

MetaEngine

At MetaEngine, I was pivotal in driving an 8X valuation increase, transforming the startup from its \$40 million inception to a powerhouse with a 23-strong team. My leadership catalyzed a comprehensive revamp of branding, marketing, and sales infrastructure, laying the groundwork for innovative product and engineering initiatives. I steered the shift towards a community-led approach, crafting and executing a content marketing strategy that solidified our market presence. My strategic partnerships with notable entities like the royal family of UAE and industry leaders like the CEO of Delorean significantly bolstered our position. Additionally, I architected an open-source technology stack, fueling our business development and growth marketing efforts.

Fractional CMO

5/17 - 9/22

Lucyd - Innovative Eyewear Inc.

In 2017, I played a crucial role in Lucyd's \$6M raise, leveraging a custom-developed chatbot, and significantly contributed to nearly every aspect beyond physical product creation. I engineered a comprehensive technology stack, optimizing operations across all departments, and meticulously formulated the go-to-market and hiring strategies. My strategic execution swiftly generated \$10K MRR within the first 30 days, scaling the company into a 7-figure annual business. My holistic involvement in branding, web design, and development was pivotal in steering Lucyd to a successful IPO in Q3 of 2022.

Fractional CMO & Growth Strategist

6/08 - Present

MattLaCrosse.com

Collaborating with industry giants like the ex-SVP and VP of Nintendo America and the Tetris founder, I've led sales, marketing, and product initiatives for 28 startups, driving substantial growth and brand recognition. My strategies significantly boosted revenues and ensured successful product launches. Notably, in 2017 and 2018, I played a crucial role in assisting 12 blockchain startups to collectively raise over \$100M through ICOs, leveraging sophisticated lead generation funnels and educational chatbots. My work with a co-founder of Ethereum and the author of MIT's book on Blockchain further solidified my standing as a top strategist in the blockchain domain. My entrepreneurial spirit flourished early; post-founding and successfully exiting a window and pool cleaning business in San Diego, I immersed myself in the tech world, consulting with startups and investors in Silicon Valley and honing my craft at the Founders Institute in 2013.

About Matthew

Committed to Personal Growth

A seasoned leader in driving early-stage companies from inception to scale, I excel in transforming innovative ideas into market successes, as evidenced by an 8X valuation increase at MetaEngine. My strategic expertise in securing over \$100M for startups is complemented by a deep commitment to leveraging technology for product innovation and developing comprehensive go-to-market strategies. My approach not only energizes teams but also cultivates environments ripe for groundbreaking solutions.

With a personal arsenal of over 80 SaaS tools valued at over \$100k, I am a master-level content strategist, having crafted the digital presence for 50+ websites. My recent foray into Language Model Operations (LLMOps) has led to the creation of seven unique AI micro-apps, underscoring my dedication to integrating cutting-edge technology to streamline operations and propel strategic growth.

Skills & Expertise

Strategic Planning & Visionary Leadership

Proven ability to craft and execute visionary strategies that drive organizational success and innovation in early-stage companies across various industries.

Startup Consulting & Mentorship

Providing startups with crucial insights, mentorship, and consulting in marketing, business development, and strategy. Experienced in securing capital for growth, successfully raising over \$100M for various ventures.

Content Strategy & Copywriting

Master-level content strategist with experience developing copy for over 50 websites and hundreds of blog articles, showcasing a deep understanding of content strategy and the ability to communicate complex ideas clearly and effectively.

Innovative Problem Solving & Product Development

Proficient in developing unique solutions to complex problems, creating AI micro-apps, and leading the development of products and tools that drive efficiency and innovation.

Business Development & Strategic Partnerships

Expert in identifying and forging high-value collaborations and partnerships with government officials, A-list celebrities, Fortune 500 executives, and industry leaders to drive business growth and brand visibility.

Digital Marketing & Growth Hacking

Master-level proficiency in devising and implementing effective digital marketing strategies, growth hacking techniques, and go-to-market plans that lead to significant user engagement and revenue increases.

Team Leadership & Cross-Functional Collaboration

Demonstrated leadership in guiding cross-functional teams, including marketing, sales, business development, product, engineering, and operations, fostering a collaborative and innovative working environment.

Technology Stack Expertise

Proficient in deploying robust technology stacks across various departments, with personal access to a suite of 80+ tools valued at over \$100k, showcasing a blend of technical acumen and strategic planning.

Education

Master of Knowledge

2004 - Present

Miscellaneous

My educational journey is marked by diverse and continuous learning, starting with production and recording studies in 2004-2005, followed by a certificate in Property Management and Real Estate from Dominion College in 2008. I expanded my knowledge with courses in Business Management & Marketing at Normandale College in 2009 and explored Aquaponics & Organic Farming at Cornell University in 2011. My commitment to understanding human dynamics led me to courses in Business Psychology, Sociology, and Human Behavior through MIT and Stanford Open Courseware between 2015-2017. Most recently, in 2022, I completed The Fractional CMO Method Training, complementing over 15 years of dedicated learning, averaging 10 hours weekly.