

RENÉ METAYER

REVENUE & GROWTH EXECUTIVE · MULTI-LOCATION OPERATIONS · PERFORMANCE MARKETING
& SALES · AI & AUTOMATION

Pompano Beach, FL, USA | metayer@gmail.com | +1 609-551-8828 | renemetayer.com | linkedin.com/in/renemetayer

EXECUTIVE PROFILE

Revenue and growth executive with **15+ years** uniting **strategy, leadership, and execution** to scale performance-driven, multi-location businesses across healthcare, financial services, real estate, and B2B industrial services. Operate at the headquarters level with full ownership of revenue strategy, P&L and budget stewardship, go-to-market execution, and team performance — consistently driving profitable growth on disciplined marketing spend. An early, hands-on adopter of AI, automation, and applied data modeling to lift conversion, efficiency, and ROI.

AREAS OF EXPERTISE

- Revenue Strategy & Forecasting
- Go-to-Market Strategy
- Performance Marketing (Google / Meta)
- CRM & Marketing Automation
- Vendor & Agency Management
- P&L & Budget Ownership
- High-Ticket Consultative Sales
- SEO & Local Search
- Attribution & Funnel Analytics
- AI Adoption & Automation
- Multi-Location Operations
- Demand Generation & Lead Ops
- Media Buying (TV / Print)
- Team Leadership & Hiring
- Applied Data Modeling

Marketing & Sales Director

2023 – Present

OneSolution® Dental Implant Centers · Friedman Dental Group® · Palm Beach Dental Specialists – South Florida & Orlando

- Own revenue, growth, marketing, and sales strategy across B2C service lines, partnering directly with ownership and senior leadership on **\$16M+ in annual revenue**.
- Delivered **\$2M+ in year-over-year growth on flat marketing spend**, sustaining 20%+ margins through conversion optimization and operational leverage.
- Scaled operations **from 5 to 8 locations**, overseeing a portfolio of general dentistry, ultra-premium private care, and specialty implant centers.
- Direct a **\$2M+ marketing budget** across Google Ads, Meta, SEO, paid media, TV, and print — leading creative, positioning, and full-funnel conversion frameworks.
- Recruited, hired, and lead in-house marketing, sales, and call-center teams with scorecard-driven performance management.
- Govern KPIs across the full funnel (lead → appointment → close → production) with forecasting and attribution discipline.

Founder & Marketing Director — Growth & Marketing Consulting

2018 – 2023

Marketing Communications (Independent Practice)

- Advised B2B and B2C organizations on growth strategy, demand generation, brand positioning, and analytics as a fractional growth leader to founders and executives.
- Built end-to-end marketing systems across SEO, paid media, CRM, automation, and conversion optimization.

Marketing Director (Concurrent)

2019 – 2023

Weichert, Realtors® City to Shore – Cape May, NJ

- Led multi-office marketing strategy, brand governance, and lead generation across digital and traditional channels under centralized standards.
- Advised leadership and trained agents on modern platforms, measurement, and campaign execution.

Chief Executive Officer (CEO)

2013 – 2018

Grupo Mimax SpA – Santiago, Chile

- Led a national B2B industrial-services company with full ownership of P&L, commercial strategy, marketing, sales, operations, and enterprise relationships.
- Standardized processes, controls, and performance metrics to support scalable, disciplined growth.

Sales & Marketing Specialist

2010 – 2013

BancoEstado – Santiago, Chile

- Drove national multichannel sales and service strategies across B2B and B2C financial services and entrepreneurship programs.
- Improved customer experience and operational efficiency through automation and process-improvement initiatives.

SELECTED VENTURES

Leads Under Control – FOUNDER

AI automation agency; built a proprietary AI system that captures, qualifies, and follows up on leads autonomously across voice, SMS, and email. leadsundercontrol.com

SparkBNB – FOUNDER

Two-sided marketplace pairing short-term-rental hosts with vetted cleaners — automated scheduling, dynamic pricing, payments, and an AI voice agent. sparkbnb.com

Quant & Data Lab – BUILDER

Quantitative platform applying calibration models, machine learning, and LLM-driven analysis with disciplined, data-first decisioning and strict risk controls.

TECHNOLOGY & AI

AI & Data — Claude, OpenAI / GPT, LLM orchestration, machine learning, applied data modeling & BI, RapidMiner, Python.

Automation & Build — GoHighLevel, Zapier, Next.js, Supabase, Stripe, ElevenLabs, Twilio / Telnyx, Google Cloud.

Marketing & Analytics — Google Ads, GA4, Search Console, Google Business Profile, Meta Ads, SEO, Shopify / BigCommerce, WordPress, Klaviyo / Mailchimp, Excel / VBA, Canva.

EDUCATION, CERTIFICATIONS & LANGUAGES

M. in Business Engineering with IT (MBE) —
Universidad de Chile

B.S. in Business Administration — Universidad
del Pacífico

Languages: English (fluent) · Spanish (native)

Digital Marketing — IAB Europe

Advanced Google Analytics — Google

eCommerce — EOI (Spain) · **Mobile Apps** — U.
Complutense de Madrid