

Matthew Payne

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Senior operator at the intersection of marketing and engineering. Serial founder with one exit.

SUMMARY

Senior operator with two decades across performance marketing, growth engineering, and AI-native product development. Three-time co-founder — exited an SMS marketing platform (Go Text Blast, Inc.), co-founded an AI agent platform (BossEngine.AI) and a cryptocurrency tooling company (Stacking Bitcoin, LLC). Built a 16-year SMB and B2B client-services practice through my LLC before going full-time on Go Text Blast in 2019. Currently exploring AI search visibility through a prototype, Positioning Lab. Comfortable across the full stack — Python, Node, PHP, SQL, modern LLM APIs, paid acquisition, local SEO, AEO. Open to senior IC roles and founding-team positions.

EXPERIENCE

Co-Founder, CEO & CTO · BossEngine.AI

Jan 2024 - Feb 2026

Los Angeles, CA · AI agent platform for SMB and growth teams

- Co-founded an AI agent platform with a library of pre-configured agents for sales, support, and operations workflows. Owned both business strategy and technical architecture across two years.
- Designed and shipped the agent runtime, prompt orchestration, and integration layer connecting agents to user data and external APIs.
 - Owned product roadmap and operations as CEO; owned platform architecture and engineering execution as CTO.
 - Managed contractors and engineering resources through the build and beta phases.
 - Live in beta with active users and ongoing agent runs at time of corporation wind-down.

Stack: Node.js, Python, Redis, PostgreSQL, Cloudflare, fine-tuned LLMs trained on customer datasets

Co-Founder, CEO & CTO · Go Text Blast, Inc.

June 2019 - April 2024

Los Angeles, CA · SMS marketing platform · Acquired 2024

Acquired

- Co-founded and led an SMS marketing platform serving SMB and mid-market customers. Owned both business strategy and technical architecture. Built and ran the company alongside co-founder, Cecilia Lie, across five years.
- Designed and built the messaging platform, customer dashboard, billing, and carrier integrations end-to-end.
 - Owned product roadmap, hiring, and operations as CEO; owned platform architecture, security, and engineering execution as CTO.
 - Managed contractors and engineering resources through scaling phases.
 - Prototyped AI voice and AI chat capabilities (2023–2024) as the next-generation extension of the SMS platform — early exploration of LLM-powered messaging
 - Successfully exited via IP sale in 2024 to an undisclosed acquirer; negotiated and closed the transaction directly.

Stack: PHP, Python, Redis, Twilio API, AWS (EC2, SQS, S3, RDS), MySQL, Cloudflare

Co-Founder · Stacking Bitcoin, LLC

April 2017 - June 2019

Orlando, FL · Cryptocurrency & Web3 tooling company

Focused on early Bitcoin and blockchain tooling. Built and shipped websites and utilities for on-chain exploration, wallet inspection, and chain data visualization. Self-funded, two-person operation. Wound down 2019.

Founder · Zaingar Solutions, LLC

May 2003 - June 2019

Orlando, FL / Los Angeles, CA · Performance & SMB Marketing Agency

Continuous independent client services and self-funded performance marketing for 16 years. Two motions across the period:

- **CLIENT SERVICES (50+ SMB & B2B CLIENTS)**
 - Local SEO, technical SEO, paid acquisition (Google Ads, Meta), lead flow infrastructure, and conversion systems for dental, medical, and legal practices, local services, and small operators.
 - Built lead capture, intake routing, and tracking infrastructure from scratch in PHP, MySQL, Python, and Javascript on self-managed servers.
 - Ongoing email and SMS lifecycle programs (deliverability, segmentation, automation) and CRM integrations.
- **PERFORMANCE MARKETING**
 - Direct-response performance and affiliate campaigns across multiple verticals as a one-person operation, most active 2003–2011.
 - Drove traffic and conversions through major affiliate networks including eBay Partner Network (2007–2008) and Groupon Affiliates (2010–2011), promoting merchant offers and earning commissions on sales.
 - Built attribution, A/B testing, and revenue tracking infrastructure end-to-end. Profitable, self-funded operations.

Infrastructure & Systems Support · University at Buffalo

Sept 2004 - July 2007

Buffalo, NY · Office of the CTO

Supported the University CTO during undergraduate years. Managed campus network access, IP allocation, server configuration, and reporting infrastructure (Crystal Reports). Led a small team of student analysts.

CURRENT PROJECTS

Founder · Positioning Lab

Feb 2026 - Present

Los Angeles, CA · Multi-LLM AI search visibility measurement · positioninglab.com

Self-directed prototype exploring AI search visibility scoring across major frontier LLMs. Architected and built solo end-to-end — multi-model probe pipeline, prompt-class design, site ingest, schema and llms.txt parsing, entity resolution against Wikidata. Live at positioninglab.com; continuing to expand model coverage and scoring infrastructure.

EDUCATION

University at Buffalo, State University of New York

Sept 2003 - July 2007

Bachelor of Science, Business Administration · Buffalo, NY

Focus on marketing with a minor in computer science

STACK

Languages Python · Node.js · PHP · JavaScript · SQL · Bash · HTML

Databases PostgreSQL · MySQL · Redis

AI APIs · agentic workflows · entity resolution · prompt-class design · Claude Code · Cursor · Github Copilot

AI Models / LLM ChatGPT · Claude · Gemini · Perplexity · Grok · Llama · DeepSeek · Copilot · Le Chat · You.com

SEO / AEO Local SEO · technical SEO · schema.org · llms.txt · entity optimization · AI search measurement · Google Analytics

Paid & Lifecycle Google Ads · Meta Ads · HubSpot · email & SMS automation · CRM integrations

Infrastructure Cloudflare · AWS · GCP · Linux · Docker · self-managed deployment