



# Matthew Stafford

“ Matt is the man! The expertise he provides on CRO is unparalleled. ”

**Zach Waters**

## E-commerce Optimization Pioneer

Matthew Stafford has personally helped hundreds of e-commerce brands scale past the \$1 million mark, with many exceeding \$10 million in revenue. Through his company Build Grow Scale, he has transformed how online store owners approach conversion rate optimization using data, psychology, and user experience design

## Mindset-Driven Entrepreneur

Beyond strategy and data, Matthew emphasizes emotional intelligence and mindset as key factors in entrepreneurial success. His transparency about overcoming childhood trauma and workaholism resonates with business owners seeking balance between growth and well-being

## Biography

Matthew Stafford is a seasoned entrepreneur and Managing Partner of Build Grow Scale, with over 30 years of experience building and scaling businesses in industries ranging from construction and software to e-commerce. He's an equity owner in multiple e-commerce brands and a leading expert in conversion optimization and customer experience. Through BGS, Matthew has mentored thousands of store owners, helping many grow into seven- and eight-figure brands. Before COVID-19, he hosted BGS Live, once the largest e-commerce optimization event in North America

**100+**  
Talks Delivered

**\$1B+**  
Client Revenue Impact

**30+ Years**  
Business Experience

[Book an Introduction here](#)

[matt@buildgrowscale.com](mailto:matt@buildgrowscale.com)

+1 989 6140089

# “Transforming stores into scalable stories that sell.”

— 2020 —

OFFICIAL MEMBER

Forbes

Communications  
Council



Motivational  
1.5 hr keynote | \$5,000

The Inner Game of  
Business: How Emotional  
Intelligence Fuels  
Entrepreneurial Growth

Inspirational  
1.5 hr keynote | \$5,000

From Concrete to  
Conversions: Lessons  
from Building, Breaking,  
and Scaling Businesses

Educational  
2 hr workshop | \$6,000

The Science of  
Conversions: How Data  
and Psychology Can 2X  
Your Sales

## HIGHLIGHTS

- Helped **hundreds of eCommerce brands** scale past \$1M, many reaching **\$10M+** in revenue.
- **Managing Partner of Build Grow Scale**, the **leading authority** in Conversion Rate Optimization (CRO) for online stores.
- Hosted **BGS Live**, North America's **largest eCommerce** optimization **event** before COVID-19.
- **Mentor to thousands** of store owners through paid groups, workshops, and mastermind programs.
- Featured guest on top ecommerce podcasts including E-Commerce Fastlane, 2x eCommerce podcast, and Unofficial Shopify Podcast.
- Blends **emotional intelligence** with strategic thinking to **help leaders** make **smarter decisions** and scale sustainably.

“ Matthew Stafford helps ecommerce founders  
turn data into decisions that scale. ”

**LEVELUP**  
Presented by  HighLevel

 **BGS**  
BUILD-GROW-SCALE

 **COPY ACCELERATOR PRO**

  
[matthewstafford.com](http://matthewstafford.com)