

Matt Galyon

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PROFILE

A biblically-grounded strategist, innovator, and teacher with 15+ years of experience building zero to one brands and educational ecosystems. Energized by understanding the mission of faith-driven organizations and designing content, marketing, and operations solutions that serve clients and guide them toward fullness of life in Christ. Known for translating robust theological and institutional concepts into approachable and compelling content that move audiences from awareness to purposeful action.

WORK EXPERIENCE

Eventide Asset Management

- Director of the Eventide Center for Faith & Investing 2025 - Present
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- Director of Marketing 2024 - 2025
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- Associate Director for the Eventide Center for Faith & Investing 2021 - 2025

Eventide Center for Faith & Investing

- **Zero-to-One Launch:** Built the Center for Faith & Investing brand – visual identity, voice, content and marketing strategy, vendor network, and website – within 10 months of hire with no pre-existing infrastructure.
- **Curriculum Development:** Worked with Eventide founding member to create a 6-lesson Discover God’s Story for Investing course – a comprehensive biblical investing program for Christian financial professionals that received an 89 NPS score across 331 surveyed graduates.
- **Scalable Education:** Architected a full course lifecycle across live online, live in-person, and on-demand formats; engaged 900+ financial professionals and graduated 640+ students (2023-2025) through programmatic cohort management.
- **Thought Leadership Platform:** Launched and directed the Journal for Faith & Investing. Produced articles, a podcast, and multi-channel content which helped establish the Center as a trusted voice in the faith and investing space.
- **Process & Systems Architecture:** Built reproducible Asana task templates for content production and course operations; implemented multi-stage Hubspot automations for lead generation and student follow-up sequences.

WORK EXPERIENCE CONTINUED ON BACK

WORK EXPERIENCE CONTINUED

Director of Marketing

- **Messaging Architecture:** Developed corporate messaging pillars to preserve institutional mission and guided firm toward clearer communication to a target audience of Christian investors, advisors, and institutions.
- **Website Transformation:** Directed the consolidation of brand and fund websites, overseeing messaging and overall site design. Prioritized serving our audience types through clear pathways to solutions that met their unique needs.
- **Retail Campaign Management:** Supported The Good Investor retail campaign, including wire-framing key website tools like the investment screener page, that prioritized UX and helpful CTAs.
- **Research Operations:** Led inter-disciplinary team of both internal and external stakeholders in the research and production of compelling narratives around core ethical issues for Christian investors.

Prima LLC

- Director of Sales & Customer Service 2017 - 2021
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- Director of Ancap USA 2011 - 2017
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- Sales & Marketing Strategist 2011 - 2015
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- Customer Service Representative 2010 - 2011

- **Adaptive Leadership:** Successfully managed competing demands of a growing small-business, progressing from front-line customer service to company director over 11-year tenure.
- **Market Expansion:** Identified niche market opportunities and built end-to-end solutions for vendor acquisition, sales distribution, marketing, and client support.
- **Brand Founding:** Identified a market gap and acquired U.S. distribution rights for Ancap Italian porcelain brand. Built Ancap USA from scratch, including brand identity, website UX design, establishment of on-site custom logo production process, and full go-to market strategy.

PROFILES

Predictive Index

Maverick

- Innovative, Decisive

Working Genius

Wonder & Invention

- Curious, Solutions-oriented

Enneagram

5 wing 6

- Analytical, Systematic

EDUCATION

B.A. in Biblical & Theological Studies

Boyce College
2010 - 2014

Associate Fellow

Kirby Laing Centre for Public Theology
2026 (Current)