

MATAX, Inc. wins two categories at the 2026 Xero Awards US

The San Francisco operational infrastructure firm takes home the AI Efficiency Champion award and Advisory Innovator of the Year, for the second year running.



DENVER, CO, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- MATAX,

Inc., a firm that builds [AI](#)-powered operational infrastructure for startup founders, has won two categories at the 2026 [Xero](#) Awards US: AI Efficiency Champion and [Advisory](#) Innovator of the Year. Xero announced both wins today at Xerocon Denver, its flagship US partner conference.

“

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AI Efficiency Champion is new to the Xero Awards this year, created to recognize partner firms whose AI work makes client accounting measurably better, not just faster. For founders, that shows up as fewer surprises: a strange number usually gets caught and understood by a person on the team before it ever becomes the founder's problem. MATAX built its entry around a simple idea: the small business back office is being rebuilt with AI, and MATAX has been running that rebuild for its own clients, not testing it on the side. What cannot be copied, and what

MATAX calls its real moat, is the orchestration, how the pieces work together around Xero, and the governance, the checks layered on top, freeing a person's time for the judgment calls and client conversations a system cannot handle on its own.

The Advisory Innovator win is MATAX's second in a row, after the firm first took the category in 2025. Most founders do not have one place to look for the numbers that matter: a bookkeeper updating the books, a project tool nobody keeps current, and an AI subscription that never got configured right, three disconnected pieces that do not talk to each other. MATAX's answer was to give every client one dedicated system instead, one the firm calls the Brain, built around that client's books, history, and industry, and running on the same hub, CoreOps, MATAX built for its own practice. A founder staring at one number on a dashboard at nine at night can call and reach someone who already has the full picture, not someone starting from zero, because the

system already caught what mattered and routed it to a person before the founder had to ask.

Winners were announced at Xerocon Denver, Xero's flagship US partner conference, running August 19 to 20, 2026.

"AI Efficiency Champion recognizes the systems," said Dawn Hatch, founder of MATAx. "Every model is replaceable. The moat is the orchestration we built around Xero and the governance on top of it. Advisory Innovator of the Year recognizes what our team does with the time those systems free up: real relationships with founders, built by people who spend their week on judgment calls instead of repetitive review. This week Xero recognized both halves of that on the same stage."

About MATAx, Inc.

MATAx, Inc. builds the operational infrastructure, the AI-powered systems, that let startup founders run their companies without getting buried in manual work, across accounting, workflows, and everything in between. The firm calls its approach People First AI: every system it builds is designed to make its people better at the work that depends on judgment, relationships, and trust. Through its CoreOps by MATAx™ framework, MATAx builds infrastructure a founder's own team can run and improve long after MATAx's part of the work is done. MATAx has worked with hundreds of startups and founders, and has run on Xero exclusively for more than a decade as one piece of that infrastructure. MATAx is the 2026 Xero AI Efficiency Champion and a two-time Xero Advisory Innovator of the Year, winning the category in 2025 and again in 2026. Learn more at mataxhq.com.

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