

MYLES WEISSLEDER

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Community-Led Growth Marketer: Scaling Emerging Brands Through Immersive Engagement

Community-led growth and strategic marketing executive with 20+ years driving brand expansion and category creation for frontier-tech, aviation, sustainability, and mission-driven startups. Proven track record in launching over 25 GTM campaigns, producing 300+ live events, and building communities of 50,000+ members. Architect behind FoodBytes (450+ startups, \$3.4B+ raised, acquired by Rabobank), co-creator of SF New Tech (855 startups), and early team member at Meetup (2.7M users). Recently led go-to-market and category creation for the world's first commercially available single-seat eVTOL, generating 25% of new leads via immersive events and reducing MQL costs by 34%. Expert in bridging storytelling, experiential campaigns, and ecosystem development to activate demand in uncharted markets.

AREAS OF EXPERTISE

Community: Strategy, Platforms, Leadership, Growth

Marketing: GTM, Content, Events, Product Messaging

Business Dev: Lead Gen, Sales Outreach, Partnerships

Communications: Storytelling, Positioning, Media, Engagement Strategy

Leadership & Ops: Startup Advising • Budget Optimization • Early-Stage Strategy

PROFESSIONAL EXPERIENCE

Director, Community Marketing – Pivotal (Palo Alto, CA)

Feb 2024 – June 2025

Early marketing team member at aviation startup pioneering personal electric flight with Helix — the first commercially available single-seat eVTOL aircraft. Defined and executed a community-first go-to-market strategy for a pre-order aircraft in a category that didn't yet exist—shaping the market, narrative, and early adopter community from zero.

- Defined and activated Pivotal's first nationwide community-marketing program to bridge curiosity and pipeline in a highly regulated, uncharted market.
- Produced 25+ immersive brand activations — including multi-city Florida and California community flight demo tours, Palo Alto factory previews, flight simulator pop-ups, VIP sessions, a customer fly-in, and the company's first open house — giving thousands their first hands-on Helix experience and generating ~25% of new leads.
- Reduced cost-per-MQL by 34% vs. traditional air shows, validating community-first GTM model.
- Optimized a million-dollar budget and led cross-functional Flight Ops, Manufacturing, Marketing and Sales teams to alignment; delivered all programs on time and at or under budget.

Hackathon Lead – LG NOVA (San Francisco, Contract)

Sep 2023 – Nov 2023

Recruited by LG to lead their first-ever webOS Smart TV Hackathon at Innovation Festival (1,500+ attendees)

- Selected and coached 16 global developer teams; 3 projects secured LG pilot opportunities.
- Coordinated cross-functional LG teams (Marketing, Engineering, Ecosystem); delivered a high-touch support model via webinars, technical check-ins, and HQ visits.
- Praised by LG North America's CEO as a "model" innovation engagement program.

Limited Partner – 1521 Ventures

Dec 2021 – Present

- Co-raised \$500K+ for early-stage investment fund focused on aviation, entertainment, sustainability, and experiential tech.

Continued.

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Founder & Principal – The Higher Tide

Aug 2018 – Present

Fractional CMO and community growth consultancy guiding startups, government orgs, and NGOs.

- Deployed Smart Hikes, an AI-matching experience for curated founder networking.
- Led Western Nevada EDA campaign resulting in a 200% increase in site relocation field visits.
- Built and scaled an online culinary community 10x faster using behavioral analytics.
- Partnered with Evensi to boost organizer engagement 10x via program innovation.
- Produced the LG webOS Hackathon through this consultancy.

Co-Founder & Executive Producer – FoodBytes

Dec 2014 – Jan 2017

Conceived, launched, and scaled a global food-tech pitch platform. Acquired by Rabobank

- Produced events in SF, Brooklyn, Boulder; built a platform that now serves 450+ startups raising \$3.4B+ to date.
- Served as MC and brand architect; led partnerships and platform expansion, culminating in acquisition by Rabobank and integration as a full business unit.

Founder & CEO – SF New Tech

Mar 2006 – May 2020

Built San Francisco's largest and longest-running tech showcase.

- Hosted 300+ events featuring 855+ companies, growing a 50K-member community featured in *WSJ*, *Forbes*, *ABC News*.
- Partnered with Evernote, 23andMe, Twilio, Stripe, and others to showcase frontier innovation.
- Co-produced RightsCon and led New Tech Tour (w/ Microsoft) in SD, SLC, and Las Vegas.
- Invited to the White House for civic tech leadership.

Director, Ecosystem & Programming – RocketSpace

Mar 2017 – Mar 2018

Ran global innovation programming for RocketSpace's networks in SF, London, and China.

- Produced corporate summits (NPS 80+) for Avis, IBM, JetBlue, KPMG, Unilever, and others.
- Managed P&L and ecosystem programming across AI, AR/VR, IoT, and blockchain verticals.
- Delivered disruption reports and facilitated strategic startup-enterprise collaborations.

Vice President, Public Affairs – Meetup (SF, New York)

Mar 2002 – Nov 2006

Founding Team

- Led media and communications from pre-launch through growth to 2.7M users.
- Drove national press in *NYT*, *CNN*, *NPR* and introduced Meetup as a political organizing tool (Howard Dean 2004 presidential campaign).
- Built foundational partnerships and led events/community strategy, shaping modern digital grassroots organizing.
- Organized the first National Bowl-Off.

Education: B.A., Psychology – State University of New York at Plattsburgh

Projects: 80sphotokid.com, blockislandsoundtrack.com, blockislandpillows.com, myblockisland.us, itsintheair.world

Interests: Hiking • Live Music • Photography • Culinary Culture • Travel • Community Building • Road Trips