

MYLES WEISSLEDER

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GLOBAL EXPERIENTIAL & COMMUNITY MARKETING LEADER

Building emerging brands through experiences, community and category creation

Marketing and experiential leader with 20+ years building communities, launching emerging technologies and turning complex ideas into experiences people can understand, engage with and believe in. Most recently led Joby Aviation's multimillion-dollar global events portfolio across North America, Europe and the Middle East. Previously built community-led GTM for Pivotal's Helix eVTOL, generating ~25% of new leads while reducing cost-per-MQL by 34%. Created FoodBytes, acquired by Rabobank; founded SF New Tech; and joined Meetup as employee #5.

EXPERTISE Global Events & Experiential Marketing • Community-Led Growth • GTM Strategy • Brand Experience • Category Creation • Event Operations • Strategic Partnerships • Team Leadership • Budget & Portfolio Management • Executive & Stakeholder Engagement

EXPERIENCE

Global Events Lead — Joby Aviation *Jan 2026 – Jul 2026 | San Francisco Bay Area*

- Managed a multimillion-dollar global events portfolio of 50+ events in six months spanning consumer, aviation, government, partner and prestige programs across North America, Europe and the Middle East.
- Built and implemented the Joby Events OS, centralizing event planning, budgets, staffing, logistics, asset management and execution.
- Established a distributed ownership model across international, domestic, aviation, government/regulatory, Middle East, asset and program-support workstreams.
- Led high-profile activations surrounding the Super Bowl, U.S. Open, FIFA, National Mall, London/Tower Bridge and Dubai.
- Directed deployment strategy for Joby's full-scale aircraft mockup fleet, coordinating transportation, maintenance, production, staffing and overlapping global requirements.
- Partnered across Communications, Government Operations, Regulatory, Marketing and Aviation; delivered major partner activations with Uber and Virgin Atlantic.

Director, Community Marketing — Pivotal *Feb 2024 – Jun 2025 | Palo Alto, CA*

- Built Pivotal's first nationwide community-marketing program, connecting experiential engagement directly to the sales pipeline.
- Produced 25+ immersive activations including flight-demo tours, factory previews, simulator pop-ups, VIP experiences, a customer fly-in and first open house.
- Generated ~25% of companywide new leads and reduced cost-per-MQL by 34% versus traditional air shows.
- Managed a seven-figure program budget and led cross-functional execution across Flight Operations, Manufacturing, Marketing and Sales.

Founder & Principal — The Higher Tide *Aug 2018 – Present*

- Fractional marketing, experiential and community-growth consultancy supporting startups, government agencies and NGOs.
- Produced LG's first webOS Smart TV Hackathon; led a Western Nevada EDA campaign that increased site-relocation field visits by 200%; built Smart Hikes, an AI-powered founder-matching platform.

Limited Partner — 1521 Ventures *Dec 2021 – Present*

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

Co-Founder & Executive Producer — FoodBytes *Dec 2014 – Jan 2017*

- Conceived, launched and scaled a global food-tech innovation platform ultimately acquired by Rabobank.
- Built a platform that has served 450+ startups raising \$3.4B+ to date; led brand, partnerships, community development and live experiences.

Founder & CEO — SF New Tech *Mar 2006 – May 2020*

- Founded and scaled one of San Francisco's longest-running technology communities, producing ~200 events featuring 962 companies and attracting 50,000+ members from 9,000+ organizations.
- Alumni include 15 IPOs, 18 unicorns and companies representing \$150B+ in combined valuation.
- Helped launch or accelerate venture-backed startups through early-stage visibility and a curated founder-first platform.
- Co-produced RightsCon and led the New Tech Tour with Microsoft across San Diego, Salt Lake City and Las Vegas.
- Recognized by The White House for civic-tech leadership, with coverage in The Wall Street Journal, Forbes and ABC News.

Director, Ecosystem & Programming — RocketSpace *Mar 2017 – Mar 2018*

- Led global innovation programming across San Francisco, London and China.
- Produced executive innovation summits for Avis, IBM, JetBlue, KPMG and Unilever, achieving NPS scores of 80+.
- Managed P&L and ecosystem programming across AI, AR/VR, IoT and blockchain; facilitated startup-enterprise partnerships.

Vice President, Public Affairs — Meetup *Mar 2002 – Nov 2006 / Founding Team, Employee #5*

- Joined before launch and helped scale Meetup to 2.7M users.
- Led media and communications strategy from pre-launch through national expansion, securing coverage across The New York Times, CNN and NPR.
- Helped establish Meetup as a political organizing platform during the 2004 presidential campaign cycle; built foundational partnerships and led community and event strategy.
- Organized the first National Bowl-Off.

EDUCATION

B.A., Psychology — State University of New York at Plattsburgh

VENTURES & PROJECTS

WoofSpots — Founder & Builder

Built a community discovery platform for dog owners and dog-friendly destinations; preparing for market launch: woofspots.com

Cornhole— Built Cornhole, an AI-native operations layer that unifies transcripts, email, Slack, Drive, and calendar into a citation-verified corpus, powering same-day digests, editorial drafts, and decision logs locally.

Smart Hikes — Creator

AI-powered founder-matching and curated outdoor networking platform: itsintheair.world

80s Photo Kid

Photography project and archive: 80sphotokid.com

Additional Projects: blockislandsoundtrack.com • myblockisland.us • blockislandpillows.com

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