

MYLES WEISSLEDER

findme@mylesweissleder.com • (415) 843-1850 • San Francisco Bay Area

Portfolio: mylesweissleder.com • Consulting: thehighertide.com • Legacy: sfnewtech.com • LI: linkedin.com/in/mylermedia

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

Community-led growth and strategic marketing executive with 20+ years launching frontier-tech companies in aviation, sustainability, and emerging categories. Built FoodBytes from concept to acquisition by Rabobank (450+ startups, \$3.4B+ raised) and founded SF New Tech (962 companies, 15 IPOs, \$150B+ combined valuation). Early team member at Meetup (scaled to 2.7M users). Recently led category creation for the world's first commercially available single-seat eVTOL, generating 25% of new leads through immersive flight demonstrations while reducing MQL costs by 34%. Expert in launching products that don't yet have markets—turning experiential storytelling and ecosystem development into demand generation engines for uncharted categories.

EXPERTISE

Community Building & Growth: Strategy • Platforms • Engagement • Ecosystem Leadership

Marketing & Go-to-Market: GTM Strategy • Product Messaging • Experiential & Event Marketing • Content Systems

Events & Field Marketing: End-to-End Production • IRL Brand Experiences • Tour Logistics • Stakeholder Engagement

Business Development: Lead Generation • Sales Enablement • Strategic Partnerships

Brand & Communications: Storytelling • Positioning • Executive Visibility • Media & Narrative

Strategy Leadership & Operations: Startup Advising • Early-Stage Growth Strategy • Budget & Resource Optimization

EXPERIENCE

Founder & Principal – The Higher Tide

Aug 2018 – Present

Fractional CMO and community growth consultancy for startups, government agencies, and NGOs.

- Produced LG webOS Hackathon and advised clients on community-led growth strategies.
- Created Smart Hikes, an AI-powered matching platform connecting founders on curated Bay Area trail events.
- Led Western Nevada EDA campaign resulting in 200% increase in site relocation field visits.
- Scaled an online culinary community 10x faster through behavioral analytics and engagement architecture.
- Partnered with Evensi to increase organizer engagement 10x via program innovation.

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.

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Limited Partner – 1521 Ventures

Dec 2021 – Present

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

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

Founded and scaled SF New Tech into San Francisco's largest and longest-running tech community showcase — a movement that spotlighted emerging innovation and built real community from the ground up.

- Produced ~200 events featuring 962 presenting companies, drawing 50,000+ members from 9,000+ companies.
- Portfolio alumni include 15 IPOs (e.g., Reddit, Twilio, Unity, Stripe, Shopify), 18 unicorns, and \$150B+ in combined valuation.
- Helped launch or accelerate dozens of venture-backed startups by offering early-stage visibility and a curated founder-first platform.
- Co-produced global tech conferences including RightsCon, and spearheaded the New Tech Tour with Microsoft in San Diego, Salt Lake City, and Las Vegas.
- Recognized by The White House for civic tech leadership; awarded national press in WSJ, Forbes, & ABC News.
- Cultivated a sustainable community flywheel—blending live demo experiences, real-time networking, media reach, and startup deal flow.

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 (#5)

- 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, itsintheirworld.com

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