

MYLES WEISSLEDER

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

Portfolio: mylesweissleder.com • linkedin.com/in/mylermedia

Expert in Driving Growth Through Strategic Marketing, Communications, and Community

Seasoned marketing leader leveraging 20+ years expertise founding tech communities and guiding startups. Proven ability to boost brand engagement and loyalty through innovative strategies intersecting technology and human connections. Passionate about advancing tech and purpose-driven brands through meaningful relationships and strategic communications.

AREAS OF IMPACT

Community Building & Engagement • Growth Marketing • Strategic Communications • Brand Strategy & Positioning
Startup Consulting • Event Management & Marketing • Public & Media Relations • Developer Relations
Content Strategy • Storytelling • Hackathons • Innovation Initiatives

PROFESSIONAL EXPERIENCE

LG Nova webOS Hackathon Lead

Sep 2023 - Nov 2023

LG NOVA, San Francisco Bay Area (Contract)

Recruited by LG Nova for this role, I orchestrated and executed the inaugural webOS Smart TV Hackathon at LG's flagship Innovation Festival. The webOS Hackathon received high acclaim from LG leadership and the developer community. LG North America's CEO stated the program "exceeded expectations".

- Produced the first-ever LG webOS TV hackathon for global developer teams to compete for business opportunities with LG and judged by LG executives including LG North America's CEO.
- Curated 16 high-potential teams to build cutting-edge prototypes leveraging webOS and LG technologies in areas like accessibility, digital health, and hands-free control.
- Managed end-to-end execution as liaison between hackathon participants and LG cross-functional teams including Marketing, Ecosystem, and Engineering; coordinated webOS expert webinars, check-ins, and onsite visits to LG HQ to facilitate teams' technical progress.
- Coached teams to deliver winning presentations and demos for the executive judging session at the LG Innovation Festival in San Francisco, CA.
- Rapidly attracted global talent by evangelizing the hackathon opportunity across networks, sparking excitement and affinity for the webOS platform.
- Pioneered a best-in-class collaborative innovation model for LG which can now scale to drive continued co-creation between external talent and LG's human-centric technologies.

Consultant & Chief Community, Strategic Marketing & Communications Officer

August 2018 - Present

The Higher Tide, San Francisco Bay Area

Consultancy offering unified community, communications, and marketing, emphasizing kindness & human-centric impacts.

- Pioneered "It's In The Air", bridging sectors through a unique hiking club, fostering connections and conversations.
- Spearheaded "Smart Hikes", a unique AI-enhanced matching agent for high-signal 1:1 connections.
- Created a novel online culinary community and leveraged data and engagement analytics to help scale 10x faster.
- Provided strategic consulting for the Economic Development Authority of Western Nevada, that directly increased relocation field visits by 200%.
- Collaborated with Evensi to design programming, boosting event organizer engagement by 10x
- Produced the inaugural LG Nova webOS Hackathon that "exceeded expectations" per LG's CEO

Limited Partner

Dec 2021 - Present

1521 Ventures

- Engaging in strategic investment decisions, aiding in the growth and direction of early-stage ventures.
- Collaborated with co-investors to raise over \$500k, contributing to the success and scalability of multiple pre-IPO tech startups.

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Co-Founder & Executive Producer

Dec 2014 - Jan 2017

FoodBytes, San Francisco, CA

A pioneering global platform and event series dedicated to connecting and empowering forward-thinking innovators in the food and agribusiness sector. Since its inception more than 450 selected startups have raised over \$3.4B in funding.

- Co-founded and strategically directed FoodBytes, positioning it as a leading global community and network for the food and agribusiness industry.
- Successfully facilitated the acquisition of FoodBytes by Rabobank, a testament to its value and influence in the food and agribusiness sector.
- Spearheaded various initiatives and partnerships, reinforcing FoodBytes' reputation as an innovative platform for industry stakeholders.

Founder & CEO

Mar 2006 - May 2020

SF New Tech, San Francisco, CA

San Francisco's largest, longest-running and most-loved tech event for startups.

- Cultivated SF New Tech from inception, growing it to 50,000 members, and showcasing 855+ companies across 300 events, recognized by The Wall Street Journal, Forbes, ABC News, among others. Invited to the White House.
- Initiated collaborations with top-tier brands, facilitating integrations with Evernote, Waze, 23andMe, and Twilio, Stripe, Splunk, Expensify, PandaDoc, among others.
- Co-produced the inaugural RightsCon in partnership with AccessNow, championing an open and secure internet.
- Organized "6 About to Break", an innovation showcase event in collaboration with MacWorld, spotlighting groundbreaking technological advancements.
- Founded the New Tech Tour, in partnership with Microsoft, taking the tech circuit to Salt Lake City, San Diego, and Las Vegas, offering a platform for local startups to shine and connect with wider audiences.

Director, Ecosystem & Programming; Head of Corporate Membership

Mar 2017 - Mar 2018

RocketSpace, San Francisco Bay Area

Top-tier corporate innovation consultancy with outposts in San Francisco, London, and China, renowned for its coworking campus catering to tier 1 startups.

- Orchestrated a thriving global tech ecosystem, fostering an exclusive network of corporate innovation executives while managing the P&L.
- Produced RocketSpace's Corporate Innovation Summits in both San Francisco and London, consistently delivering experiences under budget. The summits attracted global powerhouses including IBM, KPMG, and Unilever. NPS: 80
- Continuously provided members with insights into technological advancements through proprietary Disruption Reports on key sectors such as AI, AR, VR, IoT, and Blockchain.

Vice President, Public Affairs

Mar 2002 - Nov 2006

Meetup, New York, NY & San Francisco, CA

A leading social networking platform designed to facilitate offline group meetings in various locations around the world, empowering individuals to connect, learn, and collaborate within their communities.

- **Strategic Founding Team Member:** As a key player from inception, recruited by the CEO and played a pivotal role in shaping Meetup's vision, ensuring its successful transition from pre-launch to a thriving platform.
- **Corporate Communications Leadership:** Oversaw comprehensive corporate communications, implementing marketing strategies that solidified Meetup's brand presence and reputation.
- **Media Outreach Mastery:** Championed media relations, securing coverage from top-tier national outlets, bolstering Meetup's growth from inception to 2.7 million registered members.
- **Event Management Expertise:** Orchestrated key events, furthering Meetup's reputation as a community-driven platform, fostering connections on a global scale.
- **Content Collaboration Initiatives:** Cultivated pivotal content-sharing partnerships with major publishers, enhancing Meetup's content diversity and reach.
- **Investor & Partner Liaison:** Acted as the primary conduit for communication with company investors and partners, ensuring alignment and transparency in strategic initiatives.
- **Innovation in Community Building:** Pioneered marketing and PR strategies that transformed how individuals discover and initiate local community groups, fortifying Meetup's position as an industry trailblazer.

EDUCATION: State University of New York at Plattsburgh, BA, Psychology

INTERESTS: Family, hiking, travel, live music, cooking, photography.

PROJECTS: itsintheair.world, 80sphtokid.com, blockisland.rocks, thewoohoostore.com