

MYLES WEISSLEDER

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COMMERCIALIZATION LEADER | ECOSYSTEM BUILDER | ACTIVATION DESIGNER

Taking frontier technology mainstream through community, trust, and adoption.

Zero-to-one ecosystem builder taking frontier technologies mainstream. Director of Communications at the AAM Institute (bylined sector analysis for 10,000+ industry followers) and Principal at The Higher Tide (fractional commercialization for frontier-tech). Recently led global commercialization activations at Joby Aviation and community-led GTM at Pivotal. Founded SF New Tech (18 unicorns, 13 IPOs, \$80B+ combined value), Employee #5 at Meetup (pre-launch to 2.7M users), co-founded FoodBytes (acquired by Rabobank). Same discipline each time: build the communities, activations, and operating systems that make adoption possible. The pattern applies across frontier categories (aerospace, AI, climate, robotics, autonomy, fintech), not to any single one. Fractional or embedded engagements welcome, with priority for aerospace, mobility, and consumer-frontier operators.

CORE EXPERTISE Commercialization Strategy • Ecosystem & Community Development • Experiential Marketing • Activation Design • GTM Strategy • Category Creation • Executive & Stakeholder Engagement • AI-Assisted Operations • Editorial & Thought Leadership • Frontier Technology

EXPERIENCE

Director of Communications | Advanced Air Mobility Institute (nonprofit industry association) • Aug 2026 – Present

- Direct the AAM Institute's editorial output covering eVTOL, autonomous flight, and drone commercialization. Publish bylined sector analysis on operator strategy, regulation, infrastructure, and market adoption for 10,000+ industry followers.
- Designed the Institute's editorial franchise system: six recurring formats (Commercialization Lens, Operator Notebook, Regulatory Decoder, Postmortem, Board Spotlight, Press Release) plus the review-and-approval workflow connecting output to Board leadership.
- Own the AAM Institute LinkedIn channel. Drive editorial calendar, Article/carousel distribution, and audience development.

Global Events Lead (Commercialization & Market Activation) | Joby Aviation • Jan 2026 – Jul 2026 • San Francisco Bay Area

- Led global commercialization experiences introducing electric aviation to customers, policymakers, regulators, investors, and industry partners across North America, Europe, and the Middle East.
- Designed and implemented an AI-assisted Events OS that standardized planning, logistics, staffing, executive briefings, knowledge capture, and operational playbooks across a global events portfolio.
- Managed a multimillion-dollar portfolio of 50+ events in six months. Flagship activations included the U.S. Open, FIFA World Cup, National Mall, and London / Tower Bridge.
- Directed Joby's full-scale aircraft mockup fleet and delivered brand-partner activations with Uber and Virgin Atlantic.
- Built the operating structure that let a five-person team execute across eight countries, working directly with Communications, GovOps, Regulatory, Marketing, and Flight Operations.

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

- Introduced one of the first commercially available personal electric aircraft in the U.S. Built experiential programs that developed public trust, educated stakeholders, and supported market adoption.
- 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, and the first customer fly-in.
- Generated ~25% of companywide new leads and reduced cost-per-MQL by 34% versus traditional air shows.
- Managed a seven-figure program budget spanning Flight Operations, Manufacturing, Marketing, and Sales.

Founder & Principal | The Higher Tide • Aug 2018 – Present

- Fractional commercialization and experiential-GTM consultancy for frontier-technology companies (aviation, mobility, hardware, AI-enabled products) and public-sector partners. Selected work: LG (first webOS Hackathon), Western Nevada EDA campaign (+200% site-relocation visits), Smart Hikes (AI-powered founder-matching), and an independent eVTOL Commercialization Blueprint used by air-mobility operators evaluating market entry.

Limited Partner | 1521 Ventures · Dec 2021 – Present

- Co-raised \$500K+ for an early-stage 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 acquired by Rabobank. Served 450+ startups raising \$3.4B+.

Founder & CEO | SF New Tech · Mar 2006 – May 2020

- Founded and scaled one of San Francisco's longest-running tech communities: 221 events, 1,074 companies, 227 funded, \$3.6B+ raised. Alumni include 13 IPOs, 18 unicorns, \$30B+ in exits, and \$80B+ combined value.
- Recognized by The White House for civic-tech leadership. Coverage in The Wall Street Journal, Forbes, and ABC News. Co-produced RightsCon. Led the New Tech Tour with Microsoft.

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 (NPS 80+). Managed P&L and ecosystem programming across AI, AR/VR, IoT, and blockchain.

Vice President, Public Affairs | Meetup · Mar 2002 – Nov 2006 · Founding Team, Employee #5

- Joined before launch and helped scale 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. Established Meetup as a political organizing platform during the 2004 presidential campaign cycle.

SELECTED STRATEGIC PROJECTS

- **Events OS.** AI-assisted operating system for global event execution, knowledge management, and operational playbooks (Joby Aviation, 2026).
- **eVTOL Commercialization Blueprint** (Independent). Operator-first commercialization framework used by early-stage air-mobility operators evaluating market entry.
- **WoofSpots.** Founder and Builder of a community platform connecting dog owners with places and experiences at woofspots.com.
- **Additional builds:** Cornhole (AI-native operations layer, personal) • Smart Hikes (itsintheair.world) • 80s Photo Kid (80sphotokid.com) • Block Island Pillows (blockislandpillows.com) • Block Island Soundtrack (blockislandsoundtrack.com)

EDUCATION

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