

MYSTE WYLDE

Builder of Leadership Communities, Ideas & Experiences



Founder to Fortune 500 Program Designer • High-Trust Convener

Strategic Operator • Relationship Driver • Executive Insight Content Developer

Portfolio 2026

mystewylde.com



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About

I build meaningful leadership communities, flagship experiences, operational systems, and digital platforms.

My skill set sits at the intersection of operations, programming, community, and content: translating ideas into reality through the systems that carry them, the experiences that give them shape, the relationships that make them trusted, and the judgment required to keep all of it moving.

I thrive in founder-led, mission-driven, and entrepreneurial environments where the path is rarely obvious and the work is never neatly contained. I've spent most of my career in small, ambitious environments where ideas need structure, leaders need clarity, and progress depends on someone who can move fluidly between vision and execution, make good decisions without perfect information, and carry the details without losing sight of the larger purpose.

Across Culturati, luxury hospitality, travel, entrepreneurship, and experience design, I've learned that the details are never just details. How people are welcomed, prepared, connected, challenged, and cared for shapes what they are able to see, say, risk, and become. That instinct now informs the work I'm most drawn to: helping leaders think better together about culture, trust, human flourishing, AI, and the future of work.

HOW I CREATE VALUE

Strategic Operations

Building the systems, processes, and cross-functional execution that turn ambitious ideas into well-run, high-quality experiences.

Trusted Community-Building

Cultivating the relationships, rituals, and continuity that turn senior audiences into engaged leadership communities.

Executive Programming

Designing convenings, conversations, and learning experiences that help leaders think clearly, exchange honestly, and move insight into action across multiple platforms.

Thought Leadership

Translating research, cultural signals, and executive conversations into clear ideas, editorial strategy, and content that shapes leadership dialogue.



Selected Impact

Throughout my career, the industries have changed, but the work has remained consistent: translating ambitious ideas into exceptional experiences, trusted relationships, and measurable impact.

As COO of Culturati, working alongside our CEO and Knowledge Partners Microsoft and McKinsey & Company, I helped grow an annual Summit into a year-round executive learning community. Over the last five years, Culturati brought together 526 unique in-person attendees from 330+ organizations. The audience is 70% C-suite and equivalent, with participating organizations representing an estimated 7 million employees. Across five flagship Summits, annual attendee ratings averaged 4.4/5, with 4 meaning “exceeded expectations” and 5 meaning “excellent.”

Beyond Culturati: Summit, I helped extend the community through the weekly *On Culture* newsletter and monthly Culturati: LIVE webinars, increasing average unique opens by 76% while maintaining an average 48% open rate—more than double the typical B2B benchmark. The *On Culture* platform has 4,011 subscribers, and we’ve generated 3,804 LIVE registrations, and 30,699 *On Demand* video library views during my tenure. I’ve also helped build our app the last three years, built several iterations of our website, and created our *On Demand* video library.

Before Culturati, my work in luxury hospitality, travel, entrepreneurship, and live experience design gave me a practical education in service, logistics, discretion, taste, trust, and the invisible architecture behind memorable human experiences. Those instincts became the foundation for executive community-building: producing high-trust Summits, shaping year-round programming, building editorial platforms, and creating the conditions for senior leaders to think clearly, connect honestly, and return time after time.

Culturati has been featured in:



Forbes AXIOS Austin American-Statesman



Moderating the 2026 keynote "Leadership at the Inflection Point: Turning Transition into Momentum" with NXP Semiconductor's Chief People Officer & Executive Vice President, Chris Jensen, and Vice President of Global Talent & Organization Development, Dana Larsen



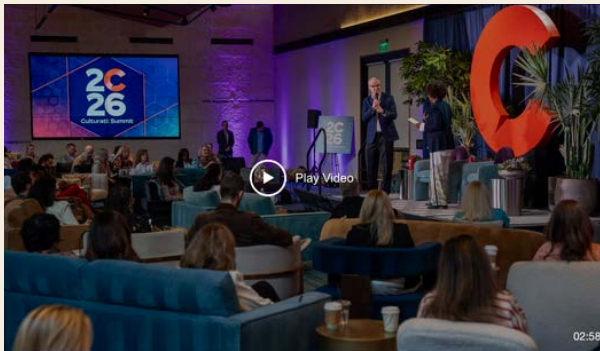
Strategic Operations



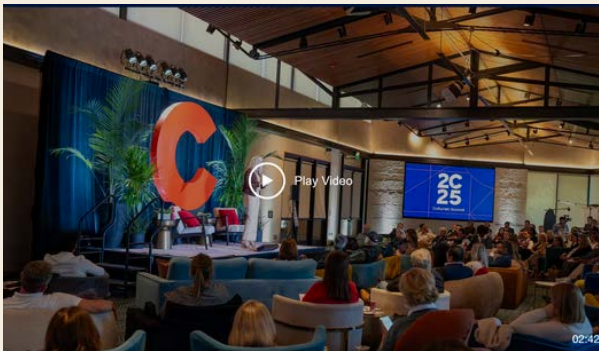
For the last five years, I helped design and produce the Summit as a research-backed, application-focused experience for leaders navigating the biggest workforce challenges of the day: AI, trust, culture, talent, leadership, human performance, and organizational resilience. Grounded in insights from Knowledge Partners: Microsoft and McKinsey & Company, the program moved leaders beyond passive attendance into data-driven dialogue, peer-to-peer problem-solving, tactical learning, and relationships that carried the work beyond the room.

Culturati Summit is a two-night, invitation-only executive learning experience held at Campus on Lake Austin, convening a highly curated, cross-sector community of CEOs, CHROs, founders, scholars, investors, and senior operators from across the country and around the world.

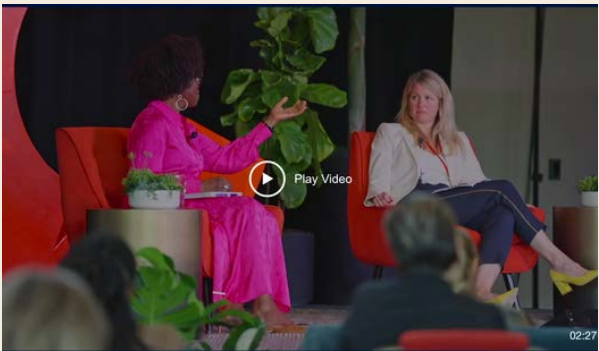
5	526	330	70%	4.4/5	99.8%
Flagship Summits Produced	Unique Attendees	Unique Organizations Represented	C-suite or Equivalent	Average Attendee Rating	of Attendees Would Attend Again



Culturati: Summit 2C26 Highlight Reel



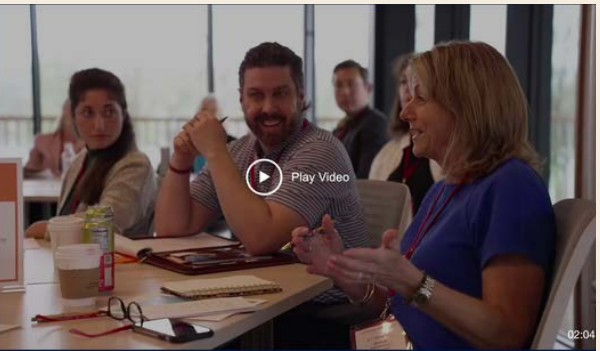
Culturati: Summit 2C25 Highlight Reel



Culturati: Summit 2C24 Highlight Reel



Culturati: Summit 2C23 Highlight Reel



Culturati: Summit 2C22 Highlight Reel

Sponsors have included:



Trusted Community-Building



Ideas Worth Gathering Around

Worked with world-class keynote speakers who brought global leadership insight, lived experience, and practical wisdom to the Summit stage. Speakers since inception have included David Brooks, Arianna Huffington, Walter Isaacson, Amy Edmondson Admiral James Stavridis, Patty McCord, David Simas, Cynt Marshall, Tristan J. Walker, and Shellye Archambeau.



The Right People in the Room

In addition to 200+ speakers over the last five years, I helped convene a selective, cross-sector audience of CEOs, CHROs, founders, scholars, investors, and senior operators, with the seniority and trust required for peer-level candor.



Hospitality as Leadership Design

Built an attendee experience where every detail signaled care, discretion, and belonging, creating the conditions for leaders to show up fully.



Plenaries with Purpose

Designed mainstage sessions as active conversations, not talking-head presentations, with audience questions, vulnerable reflection, trust-building, and real-time exchange even in the largest room.



Peer Learning in Action

Created space for leaders to bring real challenges into the room and leave with sharper questions, practical ideas, and trusted peers to continue the conversation.



Practice, Not Just Inspiration

Supported applied sessions and hands-on workshops that helped leaders translate insight into action inside their organizations.



Creative Connection

Designed connection into the architecture of the Summit so trust could develop through shared experience, not forced networking.



Forums for Candid Exchange

Created smaller-room formats where senior leaders could test ideas, surface tensions, and learn from one another's lived experience.

Executive Programming Across Platforms



Monthly Culturati: LIVE webinars



Culturati: On Demand Keynotes



Culturati: On Demand Breakout Session Insights

Culturati: LIVE webinars extend the Summit into a year-round executive learning platform, creating timely conversations on leadership, culture, trust, AI, human performance, and the future of work. I curate the themes, prepare speakers, host and produce each session, then edit and publish the recordings so the value continues beyond the live conversation.

I created a brand bible for Culturati and oversee social media. I also built Culturati's website, newsletter blog, and searchable *On Demand* library, turning keynotes, panels, webinars, and leadership conversations into an accessible digital knowledge platform that helps members revisit, share, and apply Culturati's best ideas long after the room clears.

Together, these platforms generated 3,804 LIVE registrations, 8,567 webinar recording views, 30,699 total video views, and 279,348 digital impressions. Webinar recordings reached 225% of total LIVE registrations and accounted for 28% of total video views, showing strong long-tail demand for executive learning content beyond the live session.

Thought Leadership

On Culture is Culturati's weekly executive newsletter, curating the most relevant thought leadership from roughly 50 publications and connecting the dots across leadership, culture, AI, trust, talent, and the future of work.

I shape the editorial strategy, select the strongest pieces, synthesize emerging signals, and write the opening letter that frames why these ideas matter. Over time, that point of view became a recognizable part of the Culturati experience: a trusted weekly read for leaders looking for clarity amid complexity.

The signal is sustained executive attention: *On Culture* grew to 4,011 subscribers, increased average unique opens by 76% while maintaining an average 48% open rate—more than double the typical B2B benchmark along with a low 0.2% opt-out rate, showing that senior leaders continued to find the weekly perspective relevant enough to keep inviting it into their inbox.



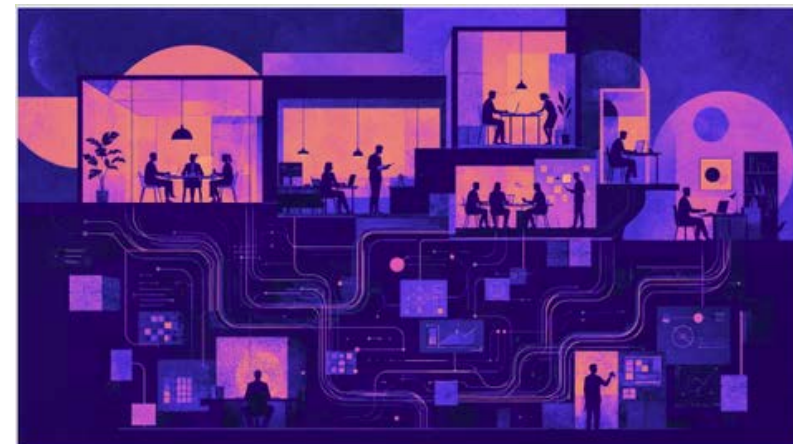
Myste Wylde
Jun 26 • 6 min read



Civil Discourse

On Culture: America at 250 and the CEO Trust Test

At 250, America's credibility test belongs in the boardroom too: do stated values still govern the rooms where decisions get made?



Myste Wylde
Jun 11 • 6 min read



AI

On Culture: The Secret Life of AI at Work

AI has developed a private life inside the company. The leadership challenge is turning hidden hacks into trusted enterprise capability.



Myste Wylde
May 29 • 4 min read



Mental Health & Wellness

On Culture: About that "Lower Value Human Capital" Comment

The workplace is having a strange week to talk about human value. Mental health is performance infrastructure: trust, retention,...



Myste Wylde
May 21 • 6 min read



Culture & Leadership

On Culture: "Culture is Dead"

AI is testing whether institutions still steward humans. Automation-first creates cultural debt; augmentation builds trust, capability, and...

The Work Ahead



The Questions We Ask Shape the Future We Create

We are living through a strange moment: more intelligence than wisdom, more connection than belonging, more optimization than meaning, and more power than moral preparation.

I've always been drawn to the intersection of ideas, relationships, and leadership—to the places where curiosity is valued over certainty, trust over transaction, and meaningful dialogue can change what people see, choose, and build together.

That instinct has carried me through executive operations, intellectual programming, transformational experience design, thought leadership, entrepreneurship, hospitality, live production, travel across nearly 40 countries, and long conversations that have shaped how I understand people and possibility. The settings have changed, but the work has stayed consistent: pay attention, connect the dots, make meaning, build the thing, and create the conditions for people to think more deeply and lead more wisely.

Increasingly, one question has come to define my work:

As artificial intelligence transforms how we learn, create, and make decisions, what are the distinctly human capacities we must cultivate to flourish?

Curiosity → Critical Thinking → Ethical Reasoning → Wisdom → Sound Judgment → Compassion → Community → Contribution → Self-Actualization ↔ Collective Human Flourishing

I believe the best leaders and organizations will invest as intentionally in human development as they do in technological innovation. As machines become more capable, the capacities that make us human become more—not less—important.

A better future will not be built by better technology alone. **It will be built by better humans.**

What Others Say

“Myste helped build Culturati from an annual Summit to a year-round executive learning community — and she did it by mastering skills most people spend a career chasing: programming with design & hospitality instincts, earning exceptional trust & building communities, and building the digital platforms that made the work outlast the room. If I weren't stepping back, I'd be begging Myste to help me build the next venture. Whoever gets her is getting someone exceptional.”

Eugene Sepulveda, CEO & co-founder, Culturati

“Myste combines keen analysis with patient intuition. She digs into an idea until she finds gold. She supported my work with the Culturati Summit for five years. She spots opportunity, anticipates challenges, and takes initiative to make fruitful conversations happen — all that on top of her acumen producing a big conference with multiple moving parts and big-name players. She stays focused when under pressure to execute excellence with high stakes. She builds trust quickly and is a pleasure to work with.”

Rev. Steven Tomlinson, PhD, Culturati Scholar & Professor, Seminary of the Southwest

“I’ve had the privilege of knowing Myste for almost 20 years and have worked with her at three different organizations, including Culturati for the past five years. In every context, she has stood out as a leader with rare balance: strategic and empathetic, humble and determined, deeply committed to both the people and the work in front of her. Myste is the best boss I’ve ever had. As I reentered the workforce after the pandemic as a new mom, she put real trust in me, gave me agency, and consistently championed my growth. She helped me build confidence, encouraged me to expand my skill set, and created space for me to try new things. She leads with care, clarity, and conviction, and any team or partner would be lucky to work with her.”

Annie Parmelly, Culturati Staff - Social Media & Administration

“As COO of Culturati, Myste doesn't just support the core vision; she architects the systems that turn it into reality. The numbers tell part of the story, but numbers like that don't happen by accident. They happen because someone is willing to sit in the tension between "what should we build" and "how do we actually build it," and stay there long enough by engaging a wide audience from leading academics to CEO/CXO and their trusted advisors to get both right.

What sets Myste apart is that she treats operations as a creative discipline, not just a logistical one. She designs executive experiences the way a great host designs a dinner party, with intention, attention to the room, and a clear sense of what conversation she wants to spark for leadership and human flourishing. Then she builds the operational scaffolding underneath it with the same rigor an engineer brings to a bridge. Few people can toggle between "what's the deeper human question we're trying to answer here" and "who's confirming the AV vendor by Friday" in the same afternoon. Myste does it without missing a beat in either direction and with a flair.

She's also become one of the more thoughtful voices I know on a question that matters enormously right now: as AI reshapes how we work and think, what human capacities - curiosity, judgment, compassion, wisdom - do we need to double down on? She doesn't just ask that question abstractly; she builds it into how she leads teams, designs programming, and shapes conversations among some of the most senior leaders in the country. When we first published research and insights from our AI Task force, the finished product exceeded my best expectations and it would not have happened without her taking charge.

If you're looking for someone who can hold a strategic vision and execute it with precision, rigor, and genuine care for the people involved, Myste is that rare combination.”

Shakeel Rashed, Chair Culturati:AI Taskforce & Board Member, Advisor and Investor





Let's Have a Conversation

I love talking with people who are building, questioning, imagining, leading, learning, or trying to make sense of what's next. Leadership, culture, AI, community, human flourishing, the future of work, the future of society, books, ideas, dogs, travel, moral philosophy, beautiful meals, strange questions — all fair game.

Whether you have an opportunity in mind or just think we might have an interesting conversation, I'd be glad to hear from you.

Myste Wylde



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