

MYSTE WYLDE

Builder of Leadership Communities, Ideas & Experiences

Based in TX. Open to remote, hybrid, relocation & strategic travel. | +1 (936) 414.5411 | myste@mystewylde.com

EXECUTIVE SUMMARY

Senior executive operator and strategic thought partner with 15+ years translating ambitious ideas into high-trust communities, flagship experiences, thought leadership, partnerships, and scalable systems. Most recently served as COO of Culturati, leading strategy, operations, executive programming, editorial direction, partnerships, and digital platforms for an invitation-only community of CEOs, CHROs, founders, scholars, investors, and senior operators.

Produced five consecutive Summits convening 526 unique leaders from 330+ organizations across 42 industries; curated more than 200 speakers; expanded an annual gathering into a year-round learning platform; and grew newsletter engagement by 76%. Brings founder-level initiative, editorial judgment, relational intelligence, and operational discipline to organizations working at the intersection of leadership, culture, technology, and human flourishing.

CAREER HIGHLIGHTS

- Expanded Culturati beyond an annual Summit into a multi-platform executive learning community, including Culturati: LIVE webinars, *On Demand* video library, *On Culture* newsletters, website infrastructure, and app support.
- Led editorial operations for *On Culture*, growing average unique opens by 76% across a platform reaching approximately 4,000 subscribers representing 2,000+ organizations.
- Designed and produced executive programming across live, virtual, and on-demand formats, generating 3,804 Culturati: LIVE registrations, 8,567 webinar recording views, and 30,699 total video views during tenure.
- Curated programming with 200+ speakers, including CEOs, scholars, investors, authors, and enterprise leaders, translating complex themes across culture, AI, trust, well-being, leadership, and the future of work into practical executive dialogue.
- Built repeatable operating systems across project management, speaker workflows, sponsor fulfillment, communications, registration, production timelines, volunteer coordination, post-event surveys, and digital content publishing.
- Partnered with Microsoft and McKinsey & Company as Knowledge Partners and stewarded relationships across speakers, sponsors, advisors, institutional partners, vendors, and global collaborators.

CORE COMPETENCIES

Strategic Operations & Organizational Leadership

Strategic Planning, Cross-Functional Leadership, Operating Models, Project Management, Budget Oversight, Vendor Management, Process Improvement, Systems Design, Team Leadership

Executive Programming & Thought Leadership

Theme Development, Agenda Architecture, Speaker Curation, Research Synthesis, Editorial Strategy, Executive Communications, Facilitation, Leadership Development, Content Platforms

Community, Partnerships & Experience Design

Executive Communities, Relationship Stewardship, Advisory Boards, Strategic Partnerships, Sponsor Engagement, Member Experience, Hospitality, Curated Connection, Live & Digital Experiences

Growth, Communications & Platform Development

Brand Strategy, Audience Growth, Digital Platforms, Marketing & Communications, Content Distribution, Analytics, Business Development, Partner Fulfillment, Knowledge Management

PROFESSIONAL EXPERIENCE

Chief Operating Officer

Culturati | Austin, TX | June 2022 - July 2026

- Partnered with the founder and CEO to translate vision into a year-round leadership platform spanning strategy, operations, executive programming, thought leadership, strategic partnerships, advisory communities, flagship experiences, and digital content.
- Led the intellectual and experiential design of five invitation-only Summits, shaping annual themes, agendas, speakers, formats, participant journeys, hospitality, production, and applied learning for 526 unique leaders from more than 330 organizations across 42 industries.
- Curated and stewarded more than 200 executives, scholars, founders, investors, authors, and practitioners; worked with Microsoft and McKinsey & Company as Knowledge Partners and engaged CEO and CHRO advisory boards, a cross-sector Steering Committee, and the Culturati:AI Taskforce.
- Built and hosted Culturati: LIVE, generating 3,804 registrations, 30,699 total video views, and 279,348 digital impressions across the broader platform.
- Led the editorial direction of *On Culture*, synthesizing approximately 50 sources and writing the opening essay for each weekly issue; grew the platform to 4,011 subscribers and increased average unique opens by 76%.

- Co-developed, edited, and produced The Human Side of AI, a 56-page multi-author publication connecting perspectives on enterprise adoption, organizational culture, governance, and human agency.
- Built the operating architecture behind the platform, including annual plans and budgets, project-management systems, 20+ vendors and contractors, speaker and editorial workflows, websites, a mobile app, a searchable On Demand library, brand governance, and performance reporting.
- Continue to advise Culturati in a volunteer Steering Committee capacity on mission, programming, community, and future direction.

Manager

Culturati/The Entrepreneurs Foundation | Austin, TX | October 2021 - June 2022

- Joined as first full-time hire to strengthen operations, communications, and member engagement; expanded across executive programming and partnerships and was promoted to COO within nine months.

Managing Partner & Co-founder

Black Key | Austin - Newport Beach - Jackson Hole - Paradise Valley | January 2020 - June 2023

- Co-founded a boutique luxury travel consultancy—establishing the business strategy, brand, operating model, financial systems, and concierge-level client experience from the ground up.
- Designed bespoke itineraries across six continents spanning luxury, adventure, wellness, culinary, and expedition travel; built partnerships with leading hotels, cruise lines, and destination management companies.

Consulting Branch Manager · Luxury Travel Specialist · Executive Assistant to Vice President

Protravel International | Austin, TX - Global - Beverly Hills, CA | August 2014 - January 2022

- Launched Protravel's flagship Texas office—establishing operational processes and leading advisor recruitment, onboarding, training, and local marketing in a new market.
- Designed bespoke luxury itineraries while independently traveling through 23 countries and evaluating 200+ Virtuoso hotels, resorts, and cruise products to provide trusted, firsthand recommendations.
- Acted as strategic partner to the VP of Sales Development for a \$1B+ organization with 21 offices and 1,000+ advisors across the U.S. and U.K., producing executive meetings, industry events, educational programs, and partner experiences with global airlines, luxury hotels, cruise lines, and tour operators.

Founder & CEO

GG, LLC | West Hollywood, CA | March 2013 - June 2018

- Founded and grew an event production company from business plan to execution—producing fashion shows, charitable pop-ups, concerts, and experiential activations while directing multidisciplinary teams across creative, production, talent, and logistics.
- Managed budgets, contracts, sponsorships, and vendor negotiations under demanding timelines, building a reputation for highly personalized experiences that generated repeat and referral business.

Director of Special Events & Marketing

Couture Los Angeles | Hollywood, CA | November 2012 - November 2014

- Led events, marketing, and daily operations for a high-profile hospitality and entertainment venue—producing fashion shows, fundraisers, celebrity appearances, and television, commercial, and music video productions.

Director of Operations & Event Production

Contract, Various | Austin, TX - Los Angeles, CA | March 2007 - March 2013

- Produced fashion, entertainment, brand activations, and experiential events from concept through execution, integrating creative direction, production, talent, operations, and client management.

EDUCATION & CERTIFICATIONS

Bachelor of Arts - Rhetoric & Writing

University of Texas at Austin

Facilitation Certification

Voltage Control

AWARDS & ADVISORY

Awards: Millennial of the Year, Trendsetter, Magellan, Top 30 Under 30

Advisory Boards: Culturati Steering Committee (Current), Antigua & Barbuda, Cayman Islands, New Zealand Departments of Tourism, GTC Leisure

SPEAKING

Culturati: Summit, Culturati: LIVE, Junior League of Austin, TravelCon, Travel Industry Exchange

