

MYSTE WYLDE

Builder of Leadership Communities, Ideas & Experiences

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

EXECUTIVE SUMMARY

Executive operations and leadership platform builder with a track record of turning ambitious ideas into high-trust communities, flagship experiences, and disciplined systems that scale impact. As COO of Culturati, led strategy, operations, executive programming, thought leadership, partnerships, and digital platforms for a C-suite leadership community focused on culture, AI, trust, well-being, and the future of work. Produced five consecutive Summits with 526 unique leaders from 330+ organizations, curated 200+ speakers, and grew newsletter engagement by 76% while sustaining a 48% open rate—more than double the B2B benchmark. Known for founder-level initiative, operational rigor, editorial judgment, and hospitality instincts that help senior leaders think clearly, build trust, and take action.

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% while maintaining a 48% open rate and 0.2% opt-out rate 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 senior stakeholders and strategic partners, including a Knowledge Partnership with Microsoft and McKinsey & Company, supporting sponsor value, executive engagement, and thought leadership visibility.

CORE COMPETENCIES

Executive Experience & Community Design:

Executive Hospitality, Member Experience, VIP Coordination, Registration Strategy, Networking Design, Experience Flow, C-Suite Stakeholder Engagement, High-Trust Community Building, Event Production

Operational Leadership & Execution

Strategic Operations, Cross-Functional Leadership, Project Management, Budget Oversight, Vendor Management, Production Logistics, Process Improvement, Systems Design, Team Leadership

Executive Programming & Thought Leadership:

Theme Development, Agenda Architecture, Speaker Research & Recruitment, Session Design, Learning Objectives, Executive Communications, Editorial Strategy, Content Strategy, Leadership Development

Strategic Growth & Partnerships

Sponsor Relationships, Relationship Management, Communications & Marketing, Brand Strategy, Digital Content Platforms, Analytics, Stakeholder Engagement, Partner Fulfillment, Business Development

PROFESSIONAL EXPERIENCE

Chief Operating Officer

Culturati | Austin, TX | June 2022 - Present

- Partner with the founder & CEO to translate vision into execution—leading operations, executive programming, thought leadership, strategic partnerships, and transformational experiences for senior executives, academics, and investors exploring leadership, culture, AI, well-being, and the future of work.
- Own end-to-end Summit production: agenda design, speaker management, venue and production, sponsor deliverables, registration, attendee experience, budget, vendors, volunteers, and post-event analysis.
- Serve as executive producer and host for Culturati: LIVE web series—3,800+ registrations, 30,000+ video views, and 279,000+ digital impressions. Also moderated the 2026 Summit keynote on leadership transitions with NXP's Chief People Officer and Vice President of Global Talent & Organization Development.

- Built repeatable operational systems, project management processes, and cross-functional workflows that strengthened execution across events, communications, partnerships, sponsorships, and member engagement; manage 20+ vendors and contractors and an annual operating budget.
- Created Culturati's digital infrastructure—successive website builds, an attendee app, the searchable *On Demand* video library, and the brand bible governing design and voice across platforms.
- Shape *On Culture*'s weekly editorial strategy: synthesizing signals from ~50 publications, selecting and framing the strongest ideas, and writing the opening letter that anchors each issue.

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

- Launch 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: Antigua & Barbuda, Cayman Islands, New Zealand Departments of Tourism, GTC Leisure

SPEAKING

Culturati: Summit, Culturati: LIVE, TravelCon, Travel Industry Exchange

