

Kyle Seyler

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GTM & Product Marketing Leader | AI, Dev Tools, Spatial Intelligence, and Industrial Tech

Quick to ramp up in new industries and go deep. Thrives in ambiguity. I turn corporate gobbledygook into messaging that means something to people. I'm a scrappy growth operator who can wrangle a team to get hard things done.

Core Skills

- Product Positioning & Messaging
- Growth (Performance, Product & Sales)
- Sales & Competitive Intelligence
- Lifecycle & Content Marketing

Professional Experience

Wally

Founder | January 2025 – Present

AI-first outdoor planning, logistics, and live mapping—think AllTrails meets Gemini Voice AI.

- Building the iOS app (SwiftUI) + Google Cloud/Firebase backend.
- Using traces and early user testing to sharpen the AI agent's GIS inference.

Courier

Staff (Head of) Product Marketing & Growth | June 2025 – July 2026

Messaging infrastructure for developers and PMs/ Series B startup

- Repositioned Courier from a developer infrastructure to a messaging infrastructure geared towards product, developer and growth teams.
- Built an AI growth engine across performance, content, and sales ops. GEO + inbound drove 2x direct and 3x LLM traffic.
- Ran performance marketing experiments. One such experiment split spend by intent signals across search + social, resulting in a LTV:CAC ratio of 3.2x (from 1.5x)

Autodesk

Senior Product Marketing Manager | May 2022 – April 2025

Focus on construction tech, including virtual design, reality-capture, AI, mobile, project mgmt

- Helped scale Autodesk Construction 5x to \$500M+ revenue in 3 years.
- Led ecosystem GTM across owners, engineers, contractors, and designers with customer seminars, global sales enablement, and unified ICP positioning.
- Player-coach for a product-marketing team building industry and segment campaigns.
- Drove bi-annual launches end-to-end, aligning product, sales, strategy, and marketing.

Product Marketing Manager | February 2021 – May 2022

- Launched BIM Collaborate/Pro to market with 47% year-over-year growth in year two.
- Ran growth marketing for modeling products: 500K MAUs and \$10M+ pipeline sourced.

Lifecycle and Growth Marketing (advanced manufacturing) | January 2019 – February 2021

- Defined Autodesk's lifecycle discipline 0-to-1 (one of two marketers).
- Mapped full-lifecycle journeys, lifting activation and win-back.

Epsilon/Yahoo

Lifecycle and Growth Strategist | *October 2017 – January 2019*

- Developed launch messaging and multichannel campaigns for Yahoo Mail App
- PLG and retention campaigns drove new subs and greater usage of Yahoo Sports App
- Built PurePoint Financial/MUFG referral-based growth program

Arizona River Runners

Head of Marketing | *March 2014 – September 2017*

- Built marketing from scratch—achieving #1 on Google search and becoming the top outfitter on TripAdvisor.
- Led a team executing multi-prong GTM campaigns that lowered CAC and lifted LTV.
- Created a private customer social network to deepen engagement.

Marketing Director | *February 2013 – March 2014*

- Launched mobile-first website and trip-finder tool, sharply increasing online bookings
- Introduced targeted paid media that rapidly improved conversion

Education

- B.A., Philosophy (Computational Epistemology) – Arizona State University
- Professional Certificate, AI Ethics – University of Edinburgh
- Professional Certificate, Business Intelligence – Arizona State University

Additional Experience

- Founder, Tough Country Wine - Built a boutique wine label from concept to distribution
- Touring Drummer & Band Director - Musician and arrangements
- Marketing Intern, Desco Southwest - Produced market research and collateral creation