

Tucker Wieland

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EXPERIENCE

Product Marketing Manager, Muse

Mar 2026 to Present

Meta, Meta Superintelligence Lab — San Francisco, CA

- GTM operations and strategy for Muse, Meta's personal AI agent, from early access through public launch in September 2026
- Leading competitive positioning and GTM use case development for public launch
- Muse reached No. 1 on the US App Store and passed 10 million users in the six weeks after launch

Growth and Marketing Operations

Nov 2025 to Mar 2026

Dreamer — San Francisco, CA

- Led growth and marketing operations for the Dreamer AI agent platform through its public beta launch in February 2026
- Built agent marketing workflows and an early user community
- Team joined Meta's Superintelligence Lab in March 2026

Director, GTM Strategy and Operations

Aug 2024 to Dec 2025

Justworks — New York, NY

- Own fiscal planning and management of a \$40M marketing budget, achieving 22% YoY growth through improved resource allocation
- Architected a cross-channel investment model aligning LTV/CAC, pipeline coverage, and payback periods to business goals
- Partnered with Finance and Sales Ops to implement forecasting and KPI dashboards linking spend to pipeline velocity and retention
- Integrated two new product lines via personalized shopping experiences, generating \$1M+ ARR in the first year
- Built a shared OKR and operating cadence for 70+ marketers, raising on-time project delivery to 78% and improving quarterly business reviews

Senior Manager, Marketing Operations

Nov 2022 to Aug 2024

Justworks — New York, NY

- Led the roadmap for web experience and martech infrastructure, increasing leads 32% and MQLs 41% YoY
- Stood up an experimentation framework running 20+ tests per quarter, boosting conversion rates across key funnels
- Launched SEO and AI search functions that drove 91% growth in MQLs and 63% ARR lift from organic traffic
- Transitioned web development in-house, reducing OpEx while doubling throughput
- Standardized design system and CMS processes to enable scalable content operations and budget control

Marketing Lead, Developer Marketing

Dec 2021 to Jul 2022

Shopify

- Directed global developer-focused campaigns across growth, brand, and partner marketing
- Implemented analytics and segmentation models for shopify.engineering, improving targeting and content relevance

- Designed community-driven programs that increased product adoption by 24% and strengthened developer trust

Senior Manager, Developer Marketing

Nov 2020 to Nov 2021

Shopify

- Promoted within 12 months for measurable impact and strategic execution
- Led brand and growth marketing for Dev Degree, expanding into new markets and growing applications 700% YoY while cutting operating costs

Senior Product Manager

Jul 2019 to Nov 2020

General Assembly

- Managed a \$5M product portfolio spanning consumer and enterprise offerings, driving 16% YoY revenue growth
- Partnered with Fortune 100 clients on workforce analytics and skills-gap strategy
- Launched four new courses, adding \$700K in first-year revenue and diversifying the portfolio

Product Manager

Aug 2018 to Jul 2019

General Assembly

- Promoted within a year for delivering data-backed roadmap execution and feature innovation
- Introduced demand testing and beta programs that improved scoping accuracy and go-to-market velocity

General Manager

Jan 2015 to Aug 2018

INTO

- Co-founded and scaled a digital marketing agency managing \$35M in client spend across B2B and B2C campaigns
- Built and led operations for strategy, media buying, and analytics teams supporting Fortune 500 brands
- Conducted 75+ go-to-market assessments with a 37% win rate through consultative strategy and ROI modeling

EDUCATION

- B.A., Marketing — Taylor University
- Certificate, Data Analytics — General Assembly
- Certificate, Disruptive Strategy — Saïd Business School, University of Oxford

WHAT I BRING AND WHAT I LOVE

Core Skills: Budgeting, Forecasting, Pipeline Analytics, Funnel Optimization, Revenue Modeling, Resource Planning, Cross-Functional Alignment, Process Design, Systems Integration, Workflow Automation, KPI Frameworks, Continuous Improvement

Tools and Tech: Salesforce, HubSpot, BigQuery, Snowflake, dbt, Segment, Zapier, Workato, VWO, Tableau, Google AppScript, Cloudflare, Redash, Figma, GCP, PostHog, Python, JavaScript, SQL, Frontend Dev

Joys and Interests: Serving as a community scientist with The Billion Oyster Project, exploring New York history, and building hobby dev projects that connect data systems, design, and storytelling.