

ISHAN SHAH

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EXPERIENCE

Polycam.ai – AI 3D Spatial Capture Platform

October 2025 - Current

Director of Growth Marketing

- Led Polycam's pivot from prosumer B2C to B2B SaaS, rebuilding GTM around new ICPs & customer verticals; 6X'd B2B revenue and cut CAC payback from 15+ months to under 3 months
- Owned Polycam's growth for the self-serve Business product across paid acquisition (Meta/Google/ASA), lifecycle, SEO, ASO, CRO, and PLG; driving 132% increase in new subscriptions and cutting CAC by 77% through channel mix shifts and funnel optimization
- 2X'd top-of-funnel growth by launching SEO, ASO, and app localization; unlocking acquisition across global markets & new verticals
- Led lifecycle + PLG monetization strategy (onboarding, trial graduation, paywall optimization), improving trial conversion by 45%
- Established growth operating cadence (weekly business reviews, experiment review, monthly deep dives) and system-level metrics
- Recruited & scaled a high-velocity growth team; hired and onboarded functional leads, managed a team of 4 across lifecycle, SEO, paid, and design, set a structure that took Polycam from no growth function to a full-stack engine in 3 months

Future – Virtual AI Personal Training Subscription App

June 2023 - June 2025

Head of Growth Marketing / Growth Marketing Lead

- Drove scalable growth and operational efficiency that positioned Future for acquisition by Autograph; injected \$100MM+ capital
- Cut CAC 53% to the lowest in company history by scaling efficient acquisition across Meta, Google, YouTube, & affiliate marketing
- Developed segmented messaging and journeys based on customer and product data; resulted in 35% lift in conversion & retention
- Owned GTM strategy for AI product lines, shaping positioning, pricing, and messaging, and reworked our growth engine post-33% price increase to achieve 90% coach utilization.
- Elevated Future's reach through brand campaigns (e.g., Tom Brady Super Bowl) that cut CPL by 43% and elevated credibility & trust
- Scaled a full funnel strategy that maximized LTV from referrals & winbacks; creating a viral coefficient effect driving 60% of signups
- Built the foundation for product-led growth (PLG) by upleveling our MarTech stack, unlocking deep product & funnel analytics

Landing – An Apartment Subscription Company

March 2021 - June 2023

Growth Marketing Manager d.b.a. Director of Marketing

- Managed growth, brand, product marketing, & PR; operated as Marketing lead post consolidation; generated \$250M+ in revenue
- Owned positioning, launch strategy, and go-to-market for B2C & B2B new product & feature rollouts across web and mobile
- Built a high-velocity experimentation roadmap across user journey, with iterative tests and lifecycle optimizations; cut CAC by 68%
- Launched 13+ growth channels by owning channel-testing roadmaps account for 70% of all customer acquisition
- 10X'd repeat conversions & 3X'd revenue contribution through retention programs and full-funnel CRO experimentation
- Led product, design, & engineering teams to build an extension product feature contributing to \$7.5MM in revenue

Ampush – A Growth Marketing and Digital Strategy Agency

October 2019 - March 2021

Senior Growth Marketing Analyst

- Drove \$5.5MM in profit across 4 D2C clients through the development of strategies to expand & monetize the customer base
- Operated as the Growth Product Manager for engineers & designers to build customer-facing experiences and applied UX/UI test learnings, resulting in the release of 100+ landing pages and experiences that drove 200% YoY revenue growth
- Led a team of analysts, designers, & engineers to across 8 channels, executing over 200 tests and generating \$12MM in revenue
- Launched a company and brought 6 products to market, led all growth efforts; achieved profitability in 10 weeks with 320% ROAS
- Boosted acquisitions by 85% & efficiency by 35% by owning the growth roadmap to A/B test messages, creatives, and CRO tests

Rooster Teeth Productions – A Warner Bros. Discovery Company

November 2016 - September 2019

B2B Growth Marketer, Business Operations - Ad Products & Revenue Team

- Generated \$34MM+ in revenue by supporting the growth and development of various business operations, including e-commerce, streaming services, live events, branding deals, podcast ads, and integrated marketing programs.
- Analyzed audience, ad performance, and retention data to optimize B2B product offerings; cut advertiser churn by 55%

EDUCATION & ADDITIONAL INFORMATION

The University of Texas at Austin

Bachelor of Business Administration, Major in Marketing, Minor in Advertising

Skills: Lifecycle & CRM, Attribution & Incrementality, Product Analytics, SEO, Paid Media, CRO, Marketing Ops, Product Marketing

Work Eligibility: Eligible to work in the U.S. with no restrictions