

Alister Wood

Product | SaaS Growth | Product Strategy | Commercial Execution

Location: Sydney

Phone: 0468 305 731

Email: alister_wood@yahoo.com.au

Portfolio: alisterwood.com

LinkedIn: www.linkedin.com/in/alisterwood

Professional Summary

Co Founder and Managing Director with 10+ years building and scaling VisitUs. Bootstrapped the business from concept into a profitable B2B SaaS platform serving 760 paying customers across 1,700 locations in more than 15 countries.

Owned product, technology, growth and operations. Built the pricing model and product led growth strategy.

Drove organic acquisition and prepared the platform for enterprise and international customers.

Created and implemented facial recognition within the platform. Managed hardware partnerships that supplied enclosures and peripherals as part of the complete system offering.

Key Achievements

- Built the company from concept into a profitable global SaaS platform with enterprise customers across more than 15 countries.
 - Reached 760 paying customers across 1,700 locations with more than 10.5M sign-ins processed.
 - Generated more than 50% of new customer acquisition through organic search.
 - Reduced monthly marketing spend by 80% while increasing total lead volume.
 - Introduced modular pricing that increased product led sales by more than 400% while reducing sales involvement.
 - Launched a free version of the platform that increased average monthly leads by 195%.
 - Maintained ISO certification for four consecutive years with the latest audit reporting zero nonconformities and deployed regional hosting in AU, US and EU.
 - Established a multidisciplinary team across software development, support, operations and growth.
 - Managed company resources carefully while maintaining profitability and continuing product investment.
-

Core Skills

- | | |
|--|---|
| ✓ Founder leadership and company building | ✓ SaaS strategy and execution |
| ✓ Product strategy and roadmap | ✓ Pricing and packaging |
| ✓ Product led growth and free tier strategy | ✓ SEO and organic acquisition |
| ✓ Go to market and sales enablement | ✓ General management |
| ✓ ISO certification and compliance | ✓ Cloud architecture and regional hosting |
| ✓ Budget ownership and commercial management | ✓ Vendor and partner management |
| ✓ Team leadership and hiring | ✓ Integrations and platform ecosystem |
| ✓ Automation and AI enabled operations | ✓ Full P&L ownership |
| ✓ Sales leadership | ✓ AI product development |
| ✓ Enterprise SaaS | ✓ Business development and strategic partnerships |

Professional Experience

Co Founder and Managing Director

VisitUs

Apr 2016 to Present

- Led product, technology, sales, marketing and operations while growing the business from startup to a profitable international SaaS company.
- Owned end to end product strategy, roadmap and delivery across iOS, Android and web, including APIs and webhooks for integrations.
- Managed budgeting, financial reviews and resource allocation across technology, marketing, operations and staffing.
- Directed engineering, software architecture, cloud infrastructure, security and reliability while running a lean team of up to six.
- Led all sales activities during the first four years of the business, winning customers, refining the sales process and shaping the product through direct customer feedback.
- Led organic growth through SEO and creation of high intent tools that ranked #1 on Google in key markets and generated significant inbound leads.
- Built a proposal tool that created a personalised website for each lead. It included an MS Teams demo, quote, fact sheet and PDF for decision makers.
- Automated core operations including Stripe billing, Xero invoicing and Jira ticket creation from O365 to cut manual effort and speed response times.
- Delivered enterprise integrations with Entra ID and SSO providers plus Microsoft Teams, Slack, Zapier, Salesforce, Cisco Meraki and KeyPay.
- Launched and evolved the product suite including iPad and Android tablet apps, a host app, a visitor app and a redesigned customer dashboard aligned to modular pricing.
- Implemented regional hosting in AU, US and EU to meet performance and data residency needs for larger customers.
- Sustained ISO certification across four cycles with the latest audit showing zero nonconformities.

Selected Ventures

Report Wizard

Founded and built an AI powered SaaS for Australian primary school teachers. Reached 500+ teachers in year one and achieved number one Google rankings in Australia for high intent terms. Fully automated onboarding and billing through Stripe.

Conversion Booster

Founded and built an AI powered conversion optimisation platform. Improved a VisitUs landing page conversion rate by 77% and delivered natural language insights on visitor behaviour.

Earlier Career

Transurban, Digix, Advisian and DXC Technology | 2013–2019

Held enterprise technology, automation and customer-facing systems roles before founding VisitUs. Built reporting and workflow tools that improved operational efficiency and strengthened my understanding of technical products and enterprise customers.