

# Alister Wood

**Founder | SaaS Growth | Product Strategy | Commercial Execution**

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## Professional Summary

Co Founder and Chief Product and Technology Officer with 10+ years building and scaling VisitUs, a profitable B2B SaaS platform serving 1,700 locations across 15+ countries.

Grew the business to approximately \$1.4M ARR and 760 paying customers while leading product, technology, growth and operations. Experience spans pricing and packaging, product led growth, SEO acquisition, enterprise readiness, regional expansion and AI enabled product development.

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## Core Skills

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|---------------------------------------------|-------------------------------------|
| ✓ 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         | ✓ Enterprise readiness and security |
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## Key Achievements

- Reached 760 paying customers across 1,700 locations with more than 10.5M sign-ins processed.
- Generated more than 50% of total sales from organic traffic.
- Reduced monthly marketing spend from \$25k to \$2.6k while increasing total lead volume.
- Introduced modular pricing that generated 30+ product led new sales compared to 6 prior to launch and reduced churn.

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## Professional Experience

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### Co Founder and Chief Product and Technology Officer

**VisitUs**

Apr 2016 to Present

- Built the company from first product to a profitable B2B SaaS with global footprint and enterprise readiness.
  - Owned end to end product strategy, roadmap and delivery across iPad, Android and web, including API and webhooks for integrations.
  - Directed engineering, software architecture, cloud infrastructure, security and reliability while running a lean team of up to six.
  - Designed and executed pricing and packaging innovations including modular pricing and a free tier to improve alignment, conversion and retention.
  - Led organic growth through SEO and creation of high intent tools that ranked #1 on Google in key markets and generated significant inbound leads.
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## Selected Ventures

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### Report Wizard

Started 2025

Founded and built an AI powered SaaS for Australian primary school teachers. Reached 500+ teachers in year one and achieved number 1 Google rankings in Australia for high intent terms. Fully automated onboarding and billing through Stripe.

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### Conversion Booster

Started 2026

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