

Alister Wood

Head of Growth | B2B SaaS | Product-Led Growth | SEO | AI

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Professional Summary

Growth leader with more than 10 years in B2B SaaS. Built VisitUs from the ground up over nine years, leading product, engineering, AI and growth to scale the platform to 760 paying customers across 1,700 locations.

Built an inbound engine generating more than 50% of sales from organic search while reducing paid acquisition. Commercial, data-driven and hands-on, with a track record of turning customer problems into measurable business growth.

Core Skills

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| ✓ Growth strategy and leadership | ✓ SaaS and product led growth |
| ✓ Pricing and packaging | ✓ SEO and organic acquisition |
| ✓ Conversion rate optimisation | ✓ Funnel analytics and forecasting |
| ✓ Lead generation and content tools | ✓ Customer activation and onboarding |
| ✓ Retention and churn reduction | ✓ Budget ownership and ROI management |
| ✓ Partner and stakeholder leadership | ✓ Stripe billing automation and finance ops |
| ✓ Enterprise readiness and security signals | ✓ Growth experimentation |
| ✓ Go-to-market strategy | ✓ Marketing automation |

Key Achievements

- Scaled VisitUs to 760 paying customers across 1,700 locations while supporting more than 10.5M sign ins.
- Generated more than 50% of total sales from organic search by ranking for high intent terms in Australia and the United States.
- Reduced monthly marketing spend by 80% while increasing total lead volume.
- Launched a free tier in 2024 that lifted average monthly leads from 91 in 2023 to 268 in 2024, then to 383 in 2026 after shipping high value website tools.
- Introduced modular pricing that delivered more than 30 product led new sales versus 6 prior to launch, improving monetisation and reducing sales touch.
- Built an ICP targeted lead generation tool that ranked #1 in Google in the United States for relevant queries and became a major source of qualified leads.
- Scaled platform usage to more than 10.5M sign ins, supported by regional hosting in Australia, the United States and Europe and ISO audits with zero nonconformities.
- Created a personalised proposal builder with MS Teams demo recordings and PDFs that accelerated sales cycles and improved decision maker engagement.
- Built and led a cross functional team across product, engineering, marketing and customer success.

Professional Experience

Co-Founder & Chief Product & Technology Officer

VisitUs

Apr 2016 to Present

VisitUs is a B2B SaaS visitor management platform serving 760 paying customers across 1,700 locations.

- Owned growth strategy across acquisition, activation, monetisation and retention for both self serve and sales assisted motions.
- Built the inbound engine through SEO, free tools and content that targeted the ideal customer profile and created a durable low cost growth channel.
- Designed and launched a free tier that expanded the top of funnel and became the largest source of new leads.
- Implemented modular pricing and packaging aligned to customer value, driving more than 30 incremental product led sales and improving conversion.
- Led analysis of customer behaviour, product usage and commercial metrics to prioritise investments and improve funnel performance.
- Shipped sales enablement including a proposal builder that bundled personalised quotes, demo recordings and fact sheets for stakeholders.
- Increased trust and enterprise readiness through ISO certification with zero nonconformities and regional hosting across AU, US and EU, reducing procurement friction.
- Built and led a cross functional team of up to six across product, engineering, marketing and customer success while managing key vendors and partners.
- Oversaw company wide budgeting and resource allocation to maximise growth efficiency.

Senior Desktop Engineer

Transurban

Jun 2016 to Feb 2018

- Built an automated monitoring and reporting platform for Cisco video conferencing that saved more than 80 hours per month and improved response times.
- Led executive support and workplace technology initiatives across multiple offices with strong stakeholder management and delivery discipline.

Earlier Roles

2013 to 2019

- Gamified IT ticket management at Advisian and increased support ticket closure rate by 40% through workflow and tooling improvements.
- Supported enterprise environments and executive stakeholders at DXC and Transurban, developing strong stakeholder and delivery skills.

Selected Projects

- Report Wizard Founded and built an AI powered SaaS for Australian teachers that grew to 500 plus users in year one through product led growth and SEO. Achieved number 1 Google rankings in Australia for high intent searches with zero ad spend.
- Conversion Booster Built an AI powered conversion optimisation platform and improved a VisitUs landing page conversion rate by 77% through insight led changes.

Tools

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|---------------------|-------------------------|
| • Google Analytics | • Google Search Console |
| • Stripe | • Xero |
| • Microsoft Clarity | • Ahrefs |
| • Google Ads | • Meta Ads |
| • OpenAi Ads | • LinkedIn Ads |