3/22/2019 (6) Mark How | LinkedIn



Q Search





Mark How

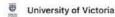
C-Level Exec @ Strawhouse & Neurohacker Collective

Solana Beach, California

Message











Strategic exec that loves to work and laugh with a team. Track record of accelerating growth. Played, managed and led 5 SMBs to profitability, plus enjoyed 2 successful IPOs. eCommerce, advertising, ad networks, media, IP, apps, B2C & B2B. Fundraising, BD, M&A, Sales & Marketing.

Interested

See all activity

Mark commented

Articles & activity

1.976 followers



Shoppers Online Activities Influence In-Store Retail



Mark How

E-Commerce & shopping are hard. I was recently @ the Collision trade show in New Orleans, a place where startups and investors collide. Of maybe 250-300 startups that had invested in exhibiting, maybe 2 were focused on shopping. Part of the problem is the rolling wave ...see more

∆ Like □ Comment
¬ Share

See all articles

Experience



Strawhouse Inc.

Feb 2018 - Present - 1 yr 2 mos

Scaling customer acquisition, and investing in high-growth ecommerce. Strawhouse works quietly alongside dozens of the world's fastest growing companies as one of Facebook's largest direct response advertisers globally.

Chief Revenue Officer

Neurohacker Collective

Jan 2017 - Present - 2 yrs 3 mos

Formed to align and improve accessibility to an emergent community exploring optimized human cognition through scientific, holistic & considerate innovation.

3/22/2019 (6) Mark How | LinkedIn



Q Search



How Creative Inc.

Jan 2017 – Present - 2 yrs 3 mos Greater San Diego Area

Deploying resources outside of Silicon Valley on entrepreneurial opportunities where timely investment can be transformational.

Co-founder & Investor

Shopswell

Apr 2015 - Dec 2016 - 1 yr 9 mos

Del Mar, CA

Fostering a community of passionate, social shoppers who share experiences and reviews.

SweetLabs, Inc.

5 yrs

Advisor

Jun 2013 – Jun 2015 · 2 yrs 1 mo San Diego

Divisional GM & VP BD

Jul 2010 – Jun 2013 · 3 yrs San Dlego, California

A San Diego based startup backed by Google, Intel, & Bessemer, that focused on helping app developers increase reach, distribution (+1Bn app installs) and earnings.

Show 4 more experiences ~

Education

University of Victoria

B Sc., Biochemistry

1987 - 1992

Skills & Endorsements

Start-ups - 99+

Endorsed by Josh Stein and 28 others who are

highly skilled at this

Endorsed by 2 of Mark's colleagues at

Neurohacker Collective

Business Development - 99+

Endorsed by Juergen Weichert and 11 others

who are highly skilled at this

Endorsed by 3 of Mark's colleagues at

Shopswell

Strategic Partnerships 99+

Endorsed by Anderee Berengian and 15 others

who are highly skilled at this

Endorsed by 2 of Mark's colleagues at

Shopswell

Show more ~







