LUKE RENNER

Head of Marketing for
Early-Stage Tech Companies

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For more than a decade, I have built and led marketing teams that turn complex products into clear market positions and repeatable growth. Most recently, as Head of Marketing at Cyngn, I built the operating system connecting market strategy with demand generation, sales performance, and company communications. My experience is concentrated in enterprise robotics and autonomy, with additional depth in artificial intelligence and infrastructure.

CORE EXPERTISE

- Go-to-market strategy
- Market positioning
- Product marketing
- Demand generation
- Sales enablement
- Marketing operations
- Agentic marketing
- Investor comms
- Public relations
- Content strategy
- ABM
- Revenue analytics

WORK HISTORY

Head of Marketing
2021 - Present

Cyngn Robotics (NASDAQ: CYN) | Mountain View, CA

- Lead a **3-person marketing team** responsible for positioning, demand generation, product marketing, sales enablement, investor communications, public relations, and marketing operations.
- **Tripled sales meetings**, doubled marketing- and sales-qualified leads, and reduced cost per sales-qualified lead by **62%** — in a single quarter.
- Increased **lead-to-SQL conversion from 10% to 29%** while building active enterprise pipeline across 35 states, Canada, and Mexico.
- Built an integrated acquisition system spanning paid media, account-based marketing, events, content, partner programs, and sales follow-up, sustaining approximately **5–8 sales meetings per week**.
- Built and operated a content and communications engine that produced more than **1,200 commercial assets** while remaining hands-on across strategy, writing, creative direction, video production, and executive communications.
- Developed the positioning and commercial narrative supporting Cyngn's **2021 initial public offering** and subsequent communications as a Nasdaq-listed company.
- Produced and directed **dozens of broadcast-ready videos**, including multiple campaigns displayed in Times Square.

Head of Marketing
2019 - 2021

Manceps AI | Portland, OR

- Built the company's marketing function from the ground up, contributing to a **14× increase in revenue over 2 years**.
- Established the positioning, brand, website, demand-generation system, and commercial narrative for the early-stage artificial intelligence consultancy.

- Built an integrated program across paid media, organic search, content, public relations, events, and experiential marketing.
- Created the company's complete initial brand and website system, including messaging, visual identity, sales materials, and on-page content.

Head of Marketing and Co-Founder
2016 - 2019

JCC Bowers Robotics | Basingstoke, UK (Remote)

- Built the marketing organization and go-to-market system that generated **£100 million in pipeline** and contributed to an exit within **3 years**.
- Developed differentiated positioning and acquisition programs across **B2B enterprise technology** and **B2C automotive products**.
- Established strategic relationships with multiple **Fortune 500 companies** across transportation, technology, and mobility.
- Branded and launched Cobalt Auta, an artificial intelligence platform for connected and autonomous vehicles.

Marketing Manager
2015 - 2016

Dherbs | Los Angeles, CA

- Led content, video, social media, and audience development for a consumer health brand reaching more than 700,000 followers.

SELECTED ADVISORY WORK
2012 - Present

Los Angeles, San Francisco, Portland

- Increased organic traffic by 9.8× for Propel(x) through a new inbound content strategy.
- Helped Easy2Hike achieve a 6% government-agency conversion rate and acquire thousands of consumer subscribers.
- Built the search advertising program supporting HealthyScreen.ai's growth to $10 million in first-year ARR.
- Led positioning, product marketing, brand development, and enablement projects for 6 early-stage companies across fintech, infrastructure, advertising technology, and enterprise software.

EDUCATION

University of Southern California
B.A. in Cinematic Arts | Emphasis on Storytelling and Narrative Design