



Mark How · 2nd

Experienced Early Stage Exec - Growth, Strategy and General Management

Solana Beach, California · 500+ connections · [Contact info](#)

Neurohacker Collective

## Experience

### Chief Revenue Officer

Neurohacker Collective

Jan 2017 – Present · 3 yrs 1 mo  
Encinitas, CA

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

### Managing Partner

How Creative Inc.

Jan 2017 – Present · 3 yrs 1 mo  
Greater San Diego Area

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

### CEO

Strawhouse Inc.

Feb 2018 – Apr 2019 · 1 yr 3 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.

### 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 Diego, 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.

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## Education

**University of Victoria**  
B Sc., Biochemistry  
1987 – 1992

## Skills & Endorsements

### Start-ups · 99+

Endorsed by Josh Stein and 27 others who are highly skilled at this

Endorsed by 3 of Mark's colleagues at Neurohacker Collective

### Business Development · 99+

Endorsed by Juergen Weichert and 9 others who are highly skilled at this

Endorsed by 2 of Mark's colleagues at Neurohacker Collective

### Strategic Partnerships · 99+

Endorsed by Mike Broggie and 16 others who are highly skilled at this

Endorsed by 2 of Mark's colleagues at Neurohacker Collective

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