

REBEKAH BASTIAN

PRODUCT | BUSINESS STRATEGY | CULTURE | COMMUNICATIONS

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Education

UC Berkeley

- MS in Mechanical Engineering
- Management of Technology certificate with Haas School of Business

University of Washington

- BS in Mechanical Engineering

Awards

- 2021 Gold IPPY Award
- 2020 Founders Live winner
- 2018 Female Founders Alliance Unsung Hero Award
- 2016 Business Journal 40 Under 40
- 2015 Inman Top Real Estate Industry Professionals

Writing

- Forbes.com Contributor
- Author of [Blaze Your Own Trail](#) released by Berrett-Koehler Publishers in 2020
- Bylines on Huffington Post, Fast Company, Switch and Thrive Global

Experience

Glowforge

2023 - 2025

SVP of Product & Marketing 2024 - 2025

SVP of Product 2023 - 2024

- Led Product and Marketing through two major hardware releases: Glowforge Spark Craft Laser and Glowforge Performance HD series.
- Increased subscription attach rate by 55% while reducing churn by 40%
- Defined long-term product strategy and short-term roadmaps while balancing limited startup resources.
- Increased revenue per marketing team member by 3x by introducing AI tools and processes.
- Orchestrated user research through surveys, A/B testing, community engagement and market analysis.

OwnTrail

2020 - 2023

CEO & founder

- Created vision and strategy for OwnTrail - a tech platform that combines an experience graph of people's lives with the tools and community for them to achieve their aspirational goals.
- Recruited and hired a world-class founding team.
- Launched and iterated on digital product and B2C + B2B2C subscription-based business model, growing organically to 3k MAU and 6k accounts.
- Raised \$1.5M in venture funding.
- Acquired by Teal in deal that allowed OwnTrail to live on.

Zillow

2005 - 2020

Vice President, Community & Culture 2017 - 2020

Vice President, Product 2015 - 2017

Group Manager 2011 - 2015

Sr. Program Manager 2005 - 2011

- Helped scale the company from 20 to 6,000 employees, keeping a strong culture of innovation and collaboration.
- Spearheaded & led product org for Premier Agent business, which was responsible for >70% of Zillow Group's revenue.
- Founded Community & Culture org, responsible for Equity & Belonging, Cultural Engagement, and Social Impact Products.
- Started Zillow mobile apps - top real estate apps on every platform.
- Led changing revenue models with in-house executions, including fixed-price, share of voice, and auction-based pricing.
- Managed B2B integration after Trulia acquisition.

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Passions

- Community building
- Personal growth & learning
- Digital and physical art
- Aerial Acrobatics
- Writing
- Mentorship & advocacy

Experience (cont)

Advisor

2016 - present

Teal 2023 - present
Goldenrod Ventures 2023 - present
Responsibly Ventures 2021 - present
LegUp 2019 - 2022
Ganaz 2017 - 2018
Siren 2016 - 2017

Board Member

2015 - present

Bellwether Housing 2017 - present
University of Washington school of Mechanical Engineering 2017 - 2021
Mayors Advisory Council 2018 - 2020
Seattle Housing Levy Technical Advisory Committee 2015 - 2016

Microsoft

2003 - 2005

Program Manager

- Worked on Microsoft Office Outlook 2007