

REES CALDER

PARTNERSHIPS · PIPELINE · POSTGRES

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Partnerships, business development and product growth since 2012, startup and agency side. Most recently **CMO of Thingiverse** and **Head of Product & Partnerships at MyMiniFactory**. Founder of **Levity**, a one-person AI business bootstrapped to £100k. Has run his working life on one Supabase Postgres project since April 2026, through an agent he built. **122 tables, RLS on every one, no ops team.**

EXPERIENCE

Chief Marketing Officer · Thingiverse

2026

- ▶ Led the world's largest 3D printing community through its acquisition, running a **16-person team** remotely for a US company. Offered the **CEO seat**; declined on capacity to build Levity and Kern.
- ▶ Cold-opened **Raspberry Pi** at founder level and shipped a co-hosted challenge on their Pico silicon: **58** printable entries, their hardware and their audience behind it. Same motion opened **Crowd Supply** and **iFixit**.
- ▶ Partnered with **OSHWA** on open-hardware certification-API integration and Open Hardware Summit sponsorship, repositioning the platform around open source hardware.
- ▶ Built the B2B partnership pipeline from nothing in six weeks: **36 deals**, **\$57.5k** open, first **\$10k** closed and invoiced.
- ▶ Rebuilt the **130k-subscriber** newsletter and automated it end to end against the **SendGrid and Metabase APIs**, then handed it over runnable with no dev involvement.

Head of Product & Partnerships · MyMiniFactory

2025

- ▶ Redrew the entire product roadmap for a **20-person** product and dev team on a **\$40m GMV** platform, community of tens of thousands of designers and makers.
- ▶ Introduced multiple new revenue streams, then automated most of the job away.
- ▶ Spearheaded the launch and handover of an **open source, community-driven resin slicer**.

Founder · Levity

2024 – Present

- ▶ Bootstrapped to **£100k**. A one-person business run mostly by agents: AI-powered lead generation and AI systems builds for SMBs.
- ▶ Now building and deploying versions of **his own operating system** for clients. First one is live in production.

Business Development & Strategy Director · Avantgarde

2021 – 2024

- ▶ Global experiential agency. Kia global sponsorship strategy: **+8% performance**, still in use. Won **£1m+** of Jaguar Land Rover work. Nike x Marcus Rashford Gen Z strategy adopted by Nike's own team.

Strategy & Growth Lead · Nucco (UNIT9)

2020 – 2021

- ▶ End-to-end ABM: **3 major wins** in 6 months, cold YouTube outreach grown into a Google relationship. Challenger-insurtech repositioning fed a **Series A** raise and **+30% DAU**.

Strategy & Growth Manager · the tree

2017 – 2020

- ▶ Largest client win in agency history, **~20% of turnover**. EIT Food comms: **+40% engagement** in month one. Just Eat campaign: **£2m+** media value.

Head of Marketing · MyMiniFactory

2015 – 2017

- ▶ First marketing hire. Led a **\$1m crowdfund** end to end, raised in under a month. **1,000 to 20,000+** users in a year. Partnerships signed with **Barclays, Bethesda, Capcom, BBC**.

Marketing Manager · iMakr

2012 – 2015

- ▶ Intern to manager in a year. Research-led redesign: **+15% conversion** in a week.

SUPABASE NATIVE

Built **Kern**, the AI operating system that runs his working life. **24k+ memories** under pgvector, recalled through three lanes fused in one SQL function. Architecture write-up at [/meet-kern](#); the receipts are queryable in the chat.