

GERMAN CALAS

Chief Growth Officer / AI Engineer

📞 561-234-9875 @ igcalas@gmail.com 🌐 germancalas.com 📍 Austin, TX

EXPERIENCE

Co-Founder, Chief Growth Officer / AI Engineer

ViralTactic

📅 2021 - 09/2025 📍 West Palm Beach, United States

- Built, Launched & Scaled SaaS PR brand from inception to \$3M/annual revenue in 18 months.
- Established & scaled full-stack marketing (SEM, SEO, content, email, affiliates), then recruited and trained a team to take over operations.
- **Automated** entire PR campaign lifecycle utilizing **OpenAI & N8N**
- Streamlined & automated operations & marketing, reducing team size from 12 to 5 while maintaining output and revenue.
- Built an **AI email automation workflow** using n8n, OpenAI, Gmail, Stripe, & Telegram, cutting response time and streamlining support.

Interim Chief Marketing Officer / Product Manager

PriorityUnlock / UnlockMyIMEI / DirectUnlocks

📅 05/2022 - 11/2024 📍 West Palm Beach, FL

Part-Time Contractor Role

- **Redesigned UX/UI, automated & relaunched** B2B telecom unlocking SaaS platform, resulting in **340% revenue growth in 3 months**
- **Fully automated ordering** with integrated email and Telegram support, slashing labor costs by 90% and cutting churn by 80%.
- **Designed and launched** two additional B2C telecom unlocking platforms, driving **2x revenue growth** and market share expansion.
- Scaled B2C acquisition funnel generating **\$2.3M in new annual revenue within 12 months**.

Chief Growth Officer

Miolay

📅 2017 - 11/2021 📍 Denver, CO

- **Scaled publishing network** from **1.4M → 13.6M annual visitors** and from **\$1.2M → \$19M annual revenue** in just **3 years**.
- Directed marketing, SEO, monetization, and editorial ops across **25 web properties**, scaling profitably pre-acquisition.
- **Designed and project-managed** a proprietary automated referral & revenue monitoring/management system that analyzed/visualized KPI, EPC & EPR data, detecting fraud and maximizing profitability.
- Orchestrated the system so well it was irresistible to acquirers, and **successfully co-negotiated 8-figure exit**.

Founder & CEO

Devumi / Bytion, Inc

📅 2010 - 2018 📍 West Palm Beach, FL / Denver, CO

- Founded one of the **largest AI social media marketing platforms of the decade**, scaling to 300,000+ paying clients
- Directed growth from **\$0 → \$50M+ in revenue**, sustaining 200-1,000% YoY growth for 5 years, 100% organically.
- Scaled team from **1 → 130+ employees**, building systems for automation, retention, and monetization across SaaS, e-commerce, and affiliate divisions.
- Scaled an enterprise of **12 subsidiary brands**, each achieving **7-8 figure revenues** within their first 6-12 months.
- Launched micro-influencer SaaS product "Sponsored Mentions" ahead of industry curve.

SUMMARY

Growth-focused executive and serial founder with 15+ years scaling SaaS, eCommerce, media, telecom, and consumer platforms to 7- and 8-figure brands. Proven track record building high-performing teams, creating automated growth systems, and transforming niche ventures into market leaders. Expert in Marketing, SEO, PR, AI, branding, and revenue optimization with multiple successful exits.

LANGUAGES

English

Native



Spanish

Native



REFERENCES

Robert Dupont (CEO, ViralTactic)

(507) 229-8073

Christopher Smith (CEO, PriorityUnlock)

(305) 320-9119

Belle Charanek (CEO, Miolay)

(561) 517-7381

Benezer Lancelot (CTO, Bytion & Miolay)

(772) 203-9494

EDUCATION

Bachelor of Science in Marketing, Management & International Business

Palm Beach State College

📅 06/2007 - 05/2011 📍 Palm Beach, FL

KEY ACHIEVEMENTS



Founded & Scaled AI SaaS Pioneer

Built the first AI-driven social media marketing SaaS platform, organically growing from **\$0 → 8-figure annual revenue** and **300,000+ paying users** in under 5 years. Achieved **7-figure ARR** fully bootstrapped, with **no paid ads**.



Portfolio Growth Engine

Scaled an enterprise of **12 subsidiary brands**, each achieving **7–8 figure revenues** within their first 6–12 months.



Influencer Marketing Innovator

Pioneered the **first crowd-influencer platform** in 2015, leading product strategy and team execution.



SEO Market Domination

Engineered SEO systems that owned **up to 80% of Page 1 Google SERPs** across multiple high-value industries.



International Media Recognition

Gained **global press coverage** (NYT, Vice, Inc., The Verge, NPR) as the face of AI-driven social media marketing, cementing the industry's mainstream recognition.



Affiliate Empire Builder

Founded and scaled a **network of 25+ review and affiliate websites** generating **8-figure annual revenue** through affiliate/referral monetization.



Automation Systems Architect

Developed **automated affiliate/referral platforms**, AI-driven funnels, and marketing automation systems that maximized retention and profitability.



Successful Exits

Negotiated **multiple startup exits**, capturing 7–8 figure valuations.



Leadership & Scale

Built, recruited, and led **teams from 0 → 130+ employees**, across marketing, product, ops, and technical functions.

SKILLS

SEO AI Leadership SEM

PR CRO ecommerce SaaS

Zendesk Customer Service

WordPress Affiliate Marketing

Affiliate Management Shopify

Stripe PayPal Authorize.Net

YouTube SOPs HubSpot

AI Operations AI Marketing

CRMs Social Media Marketing

Influencer Marketing Content

Acquisitions Salesforce

UX/UI Design Product Management

Leadership ClickUp Trello

Technical Recruiting SCRUM/Agile

Project Management PHP SQL

Mailchimp SEM Rush SurferSEO

Slack CJ ShareASale Shopify

WooCommerce Growth Hacking

OpenAI Grok Gemini Claude

N8N MCP API Twilio

Public Relations Machine learning

PHP HTML CSS Javascript

Python Prompt Engineering Suno