

David Paul Romero

Community, Growth & GTM Manager

Generative AI, Physical AI, Robotics, Simulation, 3D Capture, XR

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Work Authorization: U.S. Citizen

Professional Summary

Community and go-to-market operator with 10+ years driving adoption across generative AI, robotics, and XR through developer programs, creator ecosystems, partnerships, field marketing, and the support operations underneath them.

Employee #7 at Luma AI, leading community as the platform grew from zero to 40M users. Built social, influencer marketing, and support operations from scratch, and fostered dozens of partnerships through social and support channels, from McDonald's to Formula 1, including collaborations that won three Emmy Awards.

Five years at HTC VIVE leading global community support operations and helping build the developer ecosystem through devkit distribution, content partnerships, and VR for Impact, a \$10M UN-aligned grant program.

Most recently built Lightwheel's global community event program across seven AI and robotics conferences, after consulting engagements with Varjo and Felix & Paul Studios.

Professional Experience

Lightwheel - Community & Growth Consultant (Contract)

Santa Clara, California | May 2026 - Aug 2026

Physical and embodied AI data platform for egocentric data, simulation, and Sim2Real.

- Built and solo-produced the global community event program across seven international conferences: ICRA, CVPR, RSS, SIGGRAPH, Automate, MACHINA, and Actuate. Eight events in 10 weeks across four countries and three continents for robotics researchers, founders, and executives.
- Curated approval-based guest lists against a 150-person target, filling every venue to capacity, holding waitlists in every city, and seeing walk-in demand push several events 50% over. Secured NVIDIA co-branding and repeat attendance from their teams.
- Delivered each event on \$10-30K budgets, compared with roughly \$70K for conference booth sponsorship, owning venues, vendors, invitations, run of show, and on-site production, including a chartered yacht party in Paris. Built the planning systems, approval workflows, and playbooks that made the program repeatable.

Felix & Paul Studios - Community & Growth Consultant (Contract)

Las Vegas, Nevada | Jan 2026 - Feb 2026

- Audited marketing, community, and guest experience for Interstellar Arc, a warehouse-scale social VR attraction at AREA15 Las Vegas. Triaged its social and influencer strategy and delivered an improvement roadmap adopted into production.

Varjo Technologies - Community & Growth Consultant (Contract)

Denver, Colorado (Remote) | Jan 2025 - Jul 2025

- Advised on GTM, positioning, and creator strategy for Teleport, Varjo's 3D capture platform, drawing on experience building Luma's creator ecosystem in the same category. Captured high-fidelity 3D Gaussian splatting hero scenes and shot and edited content like the Portals launch video.

Luma AI - Founding Community & Growth Manager

Palo Alto, California | Oct 2022 - Oct 2024

- As employee #7, established community, social, influencer marketing, and support operations through Luma's growth from zero to 40M users across three product eras: Luma 3D Capture, Genie text-to-3D, and Dream Machine generative video.
- Owned and operated Luma's community and social channels day to day, growing Instagram to 220K+ followers, Discord to 140K members, and TikTok to 21K, with social and creator programming generating 1B+ impressions over two years.
- Cold sourced 500+ video creators into the Dream Machine private beta in two weeks, managing NDAs and gated access and channeling feedback into product, then ran creator, community, and social programming through a public launch that onboarded 1M users in 3.5 days with no waitlist and zero marketing spend.
- Converted community relationships into dozens of brand and creator collaborations spanning McDonald's, F1, Hasbro NERF, and others. Both Emmy-winning collaborations started in Discord: a Phoenix Suns support DM became a production that won two regional Emmys, and a Weather Channel FloodFX collaboration won a national Emmy.
- Built and ran Luma's creator and influencer marketing programs, cultivating relationships with 1,000+ creators and influencers. Recruited the Creative Director and content team that became Luma's in-house creative operation.
- Stood up and ran daily support operations, serving as the customer advocate between users, product, and engineering. Scaled from fewer than 50 to peaks of 3,000+ tickets per day during Dream Machine hypergrowth, creating the workflows,

automations, escalation paths, and documentation to sustain it while sourcing a team of contractors: five moderators and a customer care specialist.

- Served as Voice of Customer across frontier generative AI models and consumer products, personally evaluating pre-release models and QA testing every iOS and Android app release, surfacing recurring failure modes and feature requests that directly shaped what shipped.
- Produced 6,000+ NeRF and Gaussian splatting captures using Luma's 3D reconstruction pipeline, shooting drone and video in-house for launch and creator education content. Turned emerging techniques and user trends into generative video tutorials, creator collaborations, and live X Spaces.

HTC VIVE - Senior Technical Specialist, Viveport Content & Partnerships

San Francisco, California | May 2017 - Jul 2022

- Supported Viveport content acquisition, helping grow the platform to 1,700+ titles across games, enterprise training, and simulation. Evaluated 1,500+ VR titles, then carried developers through contracting, licensing, onboarding, API and SDK integration, QA, and publication.
- As one of two people running VR for Impact, managed day-to-day operations for HTC's \$10M grant program funding VR projects aligned to the UN Sustainable Development Goals. Advised the UN Development Programme on XR and supported grantee experiences including Tree across 100+ global activations spanning the World Economic Forum, TED, Sundance, Cannes, and Tribeca.
- Supported multiple generations of VIVE hardware and software launches, helping build and execute content launch plans and distributing prerelease hardware and developer kits across the developer ecosystem to enable testing, integration, and launch readiness.
- Ran English-language global community and support operations for the VIVE forums and Viveport. Authored 3,529 public responses, implemented Zendesk and Salesforce workflows, published weekly Voice of Customer reporting to product and leadership, and coordinated technical escalations with engineering counterparts in Taiwan.
- Delivered 3,500+ hands-on demonstrations to developers, partners, press, and enterprise customers while managing VIVE SF's demo bays and test labs. Logged 6,500+ hours in-headset across 2,500+ VR experiences on Meta Quest and SteamVR.

Denver Botanic Gardens - Digital Projects Assistant, IT Assistant, Receptionist

Denver, Colorado | Jun 2015 - Sep 2016

- Promoted twice in 15 months from Receptionist to IT Assistant to Digital Projects Assistant, moving from the mainline phones to proposing and planning a 27,000 sq ft interactive LED installation. Ran all weekend IT support for the gardens and delivered hands-on science demonstrations to thousands of visitors in the Science Pyramid.

Projects

Splat Morph Lab - Creator

splatmorphlab.com | 2026 - Present

- Open-source library of transition, morph, and shader effects for 3D Gaussian splatting, informed by creator requests surfaced while running community at Luma AI. Built for World Labs' Spark 2.0 renderer and Marble world models using agentic coding workflows in Claude Code and Codex.

Education

Metropolitan State University of Denver

Metropolitan State University of Denver — Biology | Denver, Colorado

Skills

Community & Growth: Community Management, Community Strategy, Community Operations, Community-Led Growth, Developer Community, Developer Programs, Support & Ticketing Operations, Voice of Customer

GTM & Programs: Cross-Functional Program Management, GTM Programs, Growth Strategy, Program Playbooks, Team Leadership, Zero-to-One Execution

Partnerships: Enterprise Partnerships, Brand Partnerships, Creator & Studio Partnerships, Ecosystem Partnerships, Influencer Marketing, Partner Marketing, Contract Negotiation, Developer Relations

Field Marketing & Events: Field Marketing, Event Marketing, First-Party Events, Conference Activations, Event Production, Attendee Qualification, Vendor Management, Budget Management

3D & Reality Capture: 3D Capture, 3D Gaussian Splatting, NeRF, Radiance Fields, Photogrammetry, 3D Reconstruction

Content & Videography: Videography, Video Production, Video Editing, Social Media Content, Content Strategy, Social Media Strategy, Drone Operations, FAA Part 107 Drone Pilot (1,000+ flight hours)

Tools & Platforms

AI & Development: Claude Code, Codex, Agentic Coding Workflows, GitHub, React, Three.js, React Three Fiber

3D & Spatial: Postshot, RealityCapture, RealityScan, COLMAP, Blender, Unity, Unreal Engine

Community, GTM & Analytics: HubSpot, Salesforce, Zendesk, Freshdesk, Discord, Airtable, Notion, Jira, Google Analytics, Meta Ads Manager, TikTok Ads Manager

Content & Production: Adobe Premiere Pro, After Effects, DaVinci Resolve, CapCut, OBS