

Aileen Allen

Venture Partner

Aileen Allen is a Venture Partner at Mercury Fund. Prior to joining Mercury, Aileen spent 15+ years in B2B software GTM, leading marketing and BDR teams at world-class SaaS companies. Aileen oversaw product marketing teams and ecosystem GTM at Atlassian during the company's hyper-growth phase (pre and post-IPO), and it's at Atlassian where Aileen developed a deep level of expertise in PLG and layered sales motions. She subsequently served as a marketing executive at Gremlin, Vanta, and Tailscale.

Aileen is an active angel investor and advisor - she enjoys partnering with founders and executives to design and execute go-to-market strategies, optimize customer journeys, and drive user/customer acquisition, expansion, and retention.

Aileen serves on the Board of Directors of Houston Angel Network, Texas' oldest angel investment group. Aileen is also a committed volunteer with Big Brothers Big Sisters and Team Catapult, an organization whose mission is to help disabled athletes achieve their goals. You can find Aileen guiding visually impaired athletes around Houston.

Aileen earned her BA in Mass Communication and Spanish from St. Edward's University.