Stephen Andekian

Oconomowoc, WI, 53066 | (262) 443-6704 | andekian@gmail.com
LinkedIn: https://www.linkedin.com/in/andekian/ Personal Site: https://spaceman.media

---

Visionary marketing and digital strategy leader with 15+ years of experience transforming enterprise digital ecosystems. Proven success scaling global web platforms, leading marketing teams through high-impact M&A transitions and implementing AI-first strategies that personalize user journeys and accelerate pipeline. Known for bridging business strategy, technical execution, and team development across cybersecurity and SaaS industries.

- **Enterprise-Scale Digital Foundation for M&A-Grade Growth:** Architected a future-ready digital experience for CyberArk that elevated brand perception, technical scalability, and GTM velocity now proving critical as the company enters a $25B+ acquisition by Palo Alto Networks ($PANW).

- **Modernized Leading Machine Identity Company Digital Front-door:** Hired to overhaul Venafi's digital marketing experience, preparing the company for the next stage in its growth journey. In May 2024, Venafi was acquired by CyberArk ($CYBR) for $1.6B.

- **Rapid Digital Marketing Growth and Strategy:** Contributed to Trustwave's digital marketing growth and strategy, positioning it for strategic acquisition. In August 2015, Singapore Telecom (SingTel) acquired Trustwave for $770M.

- **Transforming Digital Presence**: Led the strategic marketing transformation of major cybersecurity and computer forensic companies with up to $821M ARR.

- **Conversion and ABM Optimization Expert:** Enhanced B2B companies with conversion-optimized strategies. At Venafi, advanced lead generation and ABM journeys by collaborating with marketing leaders.

- **Forecasting and Budgeting:** Managed marketing budgets from $500k to $10M. Collaborated with leadership to define fiscal year plans and reviewed marketing investments against market benchmarks.

MARKETING GROWTH EXPERTISE

- AI-Driven Strategy & Enterprise Marketing
- GenAI & ML for Content & Campaigns
- AI-Augmented SEO & Content Intelligence
- Predictive Analytics & Personalization
- MarTech & Automation Innovation
- Modern Web & Composable Architecture
- UX Strategy & Conversion Optimization
- Enterprise SEO & Scalable Content
- Global Web & Digital Ops Leadership
- Web Infrastructure Modernization

- Strategic Marketing & GTM Planning
- ABM & Lead Generation Programs
- Post-M&A GTM Integration
- Cybersecurity Market Expertise
- Budget Management & ROI Oversight
- Digital Transformation Strategy
- Team Leadership & Org Design
- Cross-Functional Collaboration
- Data-Driven Marketing Decisions
- Enterprise Content Operations & Governance

DIGITAL MARKETING EXPERIENCE

[CyberArk](#), Remote | Boston, MA   **September 2024 – Present**

CyberArk (NASDAQ: CYBR) is a global cybersecurity leader specializing in identity security and privileged access management, protecting the world's most critical assets across hybrid and cloud environments.

Director, Digital Strategy & Development

- **AI-Led Digital Experience Transformation:** Spearheaded the modernization of CyberArk's global web experience using a scalable, AI-aware architecture, laying the groundwork for personalized UX, structured content delivery, and seamless MarTech integration
- **Applied GenAI for Marketing Acceleration**: Pioneered innovative applications of generative AI across content production, SEO strategy, and insight generation unlocking new efficiencies and enabling real-time marketing responsiveness across enterprise-scale operations.
- **CyberArk AI Innovation Circle Member**: Selected as a core member of CyberArk's AI Innovation Circle to help shape the company's long-term AI strategy, driving experimentation, cross-functional ideation, and the development of forward-looking use cases across digital and marketing.
- **Enterprise Web Architecture Leadership:** Architecting scalable, high-performance digital platforms using composable architecture, Jamstack frameworks, and headless CMS ecosystems.
- **Digital Integration Across M&A Events:** Leading web strategy and GTM alignment across multi-brand environments during large-scale acquisitions and enterprise transformations.
- **User Experience & Growth Optimization:** Designing intent-based digital journeys that accelerate conversion, deepen engagement, and align with revenue-driving KPIs.
- **Global Digital Infrastructure & Ops Oversight:** Directing complex, cross-functional web operations across geographies, ensuring consistency, governance, and agility at scale.
- **SEO & Intelligent Content Discoverability:** Driving enterprise search performance through advanced technical SEO, AI-augmented search, and structured content frameworks.
- **Strategic Budget Ownership & Performance ROI:** Managing global digital and marketing budgets with a focus on fiscal discipline, performance marketing, and long-term growth outcomes.
- **Organizational Design & Global Team Leadership:** Structuring and scaling high-performing digital, content, and marketing operations teams across regions, skill sets, and strategic functions.

[Venafi](#), Remote | Palo Alto, CA   **March 2022 – September 2024**

Venafi is a leading provider of machine identity management solutions that automate the discovery, protection, and management of machine identities to ensure secure machine-to-machine communication and prevent cyberattacks.

Head of Web

- **Transitioned the web focus to an ABM approach**, improving targeted marketing efforts.
- **Modernized Venafi's web infrastructure** by migrating from a legacy Drupal site to a Next.js React framework on Vercel with a headless Kontent.ai architecture.
- **Increased web traffic by 35% YoY** through strategic technical and content SEO initiatives.
- **Personalized user experiences** using Demandbase, tailoring content to individual needs.
- Integrated four disparate websites into the modernized **venafi.com**, including the migration of **Jetstack.io**.
- Streamlined lead capture processes by collaborating with Product Engineering to integrate free trial sign-ups with the public website and Marketo.

- Enhanced user engagement and satisfaction by directing the creation and management of **content for Customer Success**.
- Developed **advanced web analytics dashboards**, providing actionable insights for product, field, and corporate marketing teams.
- Incorporated **AI-driven content recommendations** and **AI-generated search** results by spearheading the Marketing AI workstream.
- Led the Venafi AI Challenge team, developing **Google Gemini integration** into Kontent.ai CMS for competitive content analysis and SEO suggestions.

Trustwave, Hybrid | Chicago, IL   **December 2012 – March 2022**

*Trustwave is a leading provider of cybersecurity and managed detection and response services. With over **2,000 world-class security professionals**, Trustwave operates on behalf of **clients in 96 countries**, helping businesses securely embrace digital transformation. As a subsidiary of Singtel (SGX: Z74), Trustwave serves as the global security arm of Singtel, Optus, and NCS.*

Interim – Chief Marketing Officer, *(Dec 2020 – March 2022)*

- **Selected by CEO** as Interim Chief Marketing Officer.
- **Increased marketing-generated opportunities** from $410M in the previous fiscal year to $605M.
- **Drove digital marketing and brand success** for a leader in cybersecurity and managed security services with $500M+ in revenue, over 2,000 employees, and customers in 96 countries.
- **Established and executed strategic marketing plans** with senior leadership, focusing on Analyst Relations, Public Relations, and Digital Marketing to drive corporate transformation.
- **Pivoted marketing focus** from MSS (Managed Security Services) to MDR (Managed Detection & Response) go-to-market strategy.
- **Defined a rapid response protocol** to unify company responses to external and internal security events such as the SolarWinds and Microsoft Exchange Server attacks.
- **Managed a $10M corporate marketing budget** effectively.
- **Led marketing functions** including strategic planning and budgeting, corporate marketing, content marketing and social media, product marketing, web services, creative services, public and influencer (media/analyst) relations, crisis communications, internal communications, and advertising.
- **Transformed marketing** centered on Analyst Relations, Public Relations, digital, events, and lead cultivation.
- **Outperformed critical competitors** including Dell SecureWorks, Palo Alto Networks, and CrowdStrike with a statistically superior Digital Marketing Plan.
- **Bolstered Trustwave's standing** with key industry analyst firms through strategic efforts.
- **Conducted key analyst intelligence** on industry analysts at IDC, Gartner, and Forrester.
- **Achieved positive analyst reports**, including:
  - New Leader in Gartner's Magic Quadrant for Worldwide Managed Security Services Providers
  - Leader in IDC's various MSSP MarketScapes
  - Leader in Forrester's Global MSSP Wave
  - Strong Performer in the Forrester MDR Wave

Director, Digital Marketing

- **Drove consistent high-growth**, achieving 20% YoY increases in lead generation.
- **Strategically developed and executed corporate rebrands**, collaborating with executive management to drive multiple major rebranding initiatives.
- **Positioned Trustwave as a top MSSP**, leading to recognition as a leader in the Gartner Magic Quadrant for Managed Security Services, worldwide.
- **Led management, architecture, and development teams**, driving digital PCI sales offerings for major brands in hospitality, retail, restaurants, and financial organizations.

- **Developed strategies to nurture prospective leads** to the purchasing stage.
- **Conveyed success metrics and revenue KPIs** clearly to executive management.
- **Devised and assisted in creating corporate branding guidelines**.
- **Defined detailed strategies for marketing automation and nurturing campaigns**.
- **Collaborated with consultants** to define and implement a comprehensive SEO strategy.
- **Managed a $1M+ digital advertising budget**, working with consultants to drive effective campaigns.

[**Guidance Software**](), Remote | Pasadena, CA   **January 2010 - December 2012**

Guidance Software (NASDAQ: GUID), now owned by OpenText (NASDAQ: OTEX), is an industry leader in endpoint investigation solutions for security incident response and forensic analysis.

- **Led corporate, conference, and subsidiary public digital strategy**, driving a cohesive online presence.
- **Optimized code** for security, readability, scalability, and usability.
- **Integrated Adobe Analytics** for detailed reporting on web properties.
- **Defined digital lead nurturing strategies** for improved engagement.
- **Integrated Eloqua with web properties** for enhanced lead scoring and generation.
- **Developed and implemented a successful SEO strategy**, resulting in increased sales.

Spaceman Media, Oconomowoc, WI   **Jan 2007 - Dec 2019**

Owner and Principal Consultant

Directed and executed digital marketing strategies for numerous well-known global companies. Developed applications and websites for high-profile events and personalities. Transitioned to focus on full-time roles and family commitments in December 2019.

Clients Included:

- McDonald's
- The Video Game Awards
- Floyd Mayweather Promotions
- SABA Talent Software for Technology
- Connectivity

[**Tableau**](), Waukesha, WI   **January 2007 - January 2010**

Tableau develops and manufactures products for the computer forensics community.
***Acquired by Guidance Software, Inc.** (NASDAQ: GUID) in 2010.*

Web Engineer

- **Led web engineering** for the corporate website, reseller portal, and internal finance applications.
- **Developed UI/UX** for the FBI-contracted TD3 (Forensic Duplicator).
- **Integrated Adobe Analytics** for detailed reporting on web properties.
- **Defined digital lead nurturing strategies** for improved engagement.
- **Integrated Eloqua with web properties** for enhanced lead scoring and generation.
- **Developed a successful SEO strategy**, resulting in increased sales.

EDUCATION HISTORY

MBA, Marketing
University of Wisconsin - Parkside, Kenosha, WI
Graduated with Distinction – **GPA: 3.922**

Bachelor of Arts (B.A.) - Sociology
University of Wisconsin - Milwaukee, Milwaukee, WI