

# Stephen Andekian

Oconomowoc, WI, 53066 | (262) 443-6704  
andekian@gmail.com | <https://www.linkedin.com/in/andekian/>

---

Leading digital marketing teams, I drive business decisions and define strategic digital marketing requirements to create successful, sales-aligned strategies. With extensive expertise in marketing technology, leadership experience, and in-depth marketing knowledge, I help companies elevate their digital marketing approach and modernize their strategies using the latest best practices.

- **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

---

- Strategic Digital Marketing Leadership
- High-Impact Marketing Strategies
- Digital Transformation Expertise
- ABM Implementation
- Marketing Technology Innovator
- Budget Management Proficiency
- Data-Driven Marketing Decisions
- Conversion Optimization Specialist
- Technical Lead Generation Mastery
- Cybersecurity Market Insight
- SEO and Content Marketing Expert
- Personalized User Experiences
- Web Infrastructure Modernization
- AI-Driven Marketing Solutions
- Marketing Team Development
- Cross-Functional Collaboration

## DIGITAL MARKETING EXPERIENCE

---

[Venafi](#), Palo Alto, CA

March 2022 – Present

*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**, 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**, 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 PCI Portal
- The 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, now owned by [OpenText](#) (NASDAQ: OTEX).*

**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

---

### **Master of Business Administration (M.B.A.) - 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*