

ANDRES ARMEDA, MBA, CISSP

Operations Executive | Program & Product Leader | Security Professional | Veteran



📞 858-774-1095 ✉ dre@armeda.com 🌐 armeda.com 📍 Menifee, CA

EXPERIENCE

Director of Program Management

GoDaddy | Security Products PMO Leader 📅 05/2018 - Ongoing
📍 Menifee, CA (Remote / 20% Travel)

Chief of Staff reporting to Security Products Group General Manager/VP, member of the Security Products Senior Leadership Team, first Line Leader for Security Products Group

- Established, lead, directed GoDaddy's Security Products Group (\$350m+/yr business) project management office supporting all product group key initiatives, integrations, migrations, infrastructure, and compliance programs
- Directed and supported an average project workload of 80+ projects averaging 100k+ hours of project work at any given time with matrix staff of 20+ project, marketing, and program managers
- Engaged in strategic financial decisions regarding investment in capital and resources and follow through on budgets, costs, and resources for GoDaddy's Security Product Group
- Lead standardization of organizational methodologies, processes, and technology creating a project center of excellence

Director of Product Management

GoDaddy | Security Products PM leader 📅 04/2017 - 05/2018
📍 Menifee, CA (Remote / 40% Travel)

PM Leader report to Security Products General Manager/VP, member of the Security Products Senior Leadership Team, first Line Leader for Security Products Group

- Integrated Website Security product into EMEA market with 5 strategic brands growing product revenue by \$5m in 2018-2019
- Managed end-of-life of third party products and migration to GoDaddy Security product line increasing customer base by 2m+ domains secured and saved GoDaddy more than \$4m yearly in vendor costs
- Define and monitored KPIs for business performance, helped identify levers for improving KPIs, and champion necessary initiatives to improve KPIs

Chief Marketing Officer / Partner

WebDevStudios 📅 08/2014 - 06/2016
📍 Menifee, CA (Remote / 10% Travel)

Lead 20 person team responsible for all consumer acquisition and retention marketing, branding, corporate communications, B2B marketing, sales support, and product development.

Chief Executive Officer / Co-Founder

Sucuri Security 📅 05/2010 - 05/2014
📍 Menifee, CA (Remote / 60% Travel)

Provided visionary leadership for internet technology start-up offering website security products. Determined strategic direction, lead marketing and sales efforts, partnerships, and long-range planning for scaling the business

Director, IT | CTO

Secure-i 📅 11/2007 - 04/2009 📍 Des Plaines, IL

Information Systems Technician First Class

U. S. Navy 📅 10/1995 - 10/2007 📍 San Diego, CA

MY LIFE PHILOSOPHY

"If you don't ask, you don't get it"

— Mahatma Ghandhi

EDUCATION

Masters of Business Administration

University of Phoenix

📅 2018 - 10/2019

Bachelors of Management

University of Phoenix

📅 2014 - 2017

CERTIFICATION

Certified Information Systems Security Professional (CISSP)

ISC2

INDUSTRY EXPERTISE

Leadership



Organization



Operations



Product Management



Project Management



Product Marketing



ACHIEVEMENTS



Sucuri Security

Co-Found and helped Sucuri grow into an industry leading website security company acquired by GoDaddy.