

ANDRES ARMEDA, MBA, CISSP

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VICE PRESIDENT OF PRODUCT

Highly accomplished, strategic, and visionary product leader with proven track record of success in developing the product vision, strategy, and roadmap to achieve business, financial, and customer satisfaction goals.

Technologically savvy and inspirational product leader with extensive experience and demonstrated success in managing the complete product lifecycle from product vision, product innovation, product design, product development, and project management to product launch and marketing. Customer-centric mindset with strong skills in translating and integrating customer needs into product development process. Expert in distilling product roadmaps into digestible and relevant presentations for key customers and partners.

A transformational and engaging executive with excellent ability to inspire, lead, and transform product management teams; passionate for developing a strong culture of innovation excellence by leveraging feedback and coaching at all levels and regularly celebrating wins and successes. Proficient in creating and evolving comprehensive product analytics to drive actionable insights for product management, engineering, product growth, success, product marketing, and leadership teams.

An engaging and collaborative leader with proven capabilities in delivering high-profile, complex technology projects within stringent time, budget, scope, and quality constraints. A data-driven and creative individual with strong passion for continuously testing and looking for new and innovative ways to improve the efficiency, scalability, stability, security, and user experience of products.



**Strategic Operations Management • Team Building & Leadership • Customer Needs Assessment
Cross-Functional Collaboration • Stakeholder Relations • Portfolio Management • Resource Allocation & Optimization
Process Improvement Initiatives • Program & Project Management • Staff Training & Development**

"Dre is the Product Leader I've been waiting for! Dre immediately hit the ground running, developed a Product Vision, produced Product Strategy Docs and Roadmaps, received buy-in from the executives, and gave the entire Product + Engineering Orgs the goals and vision to work towards. On a personal note, Dre is great to work with day-to-day. His fun and energetic approach is contagious and helps everyone around him to be their best. Dre is a solid Product Leader and amazing Partner." – Prior Feedback

Professional Experience

GoDaddy • Menifee, CA - Remote • 2016 – Present

Head of Go Daddy Global Security Products • 2022 – Present

Manage the entire portfolio of six main security product lines along with integrated managed services, web applications, firewalls, website backup services, and malware remediation process for a few million websites. Oversee five direct reports, assess performance, identify skills gaps, evaluate training needs, and conduct training sessions to improve productivity and efficiency. Ensure cross-functional alignment, communicate technical requirements to the engineering staff, gain broad understanding of workflows, and develop roadmaps for existing and new products. Serve as a Biz Manager for SSL (Secure Socket Layer Certificate).

- Spearheaded the management and successful execution of project to migrate to the Cloud through data centers, which resulted in 5x increase in customer base, catapulted performance, and added more feature sets.
- Instrumental in selecting a specific product line that was active on 250k websites, as well as integrated new and improved features, which resulted in \$2 million reduction in cost per year as well as 40%-70% load reduction for customers.
- Played a key role in capturing additional market share for the company, reducing churn rate for customer base, securing customer renewals, and increasing value proposition.
- Delivered end-to-end digital services in accordance with client's requirements, increasing NPS from 20 to 70.



...Continued...

Sr. Director of Technical Program Management • 2020 – 2022

Developed and managed GoDaddy's Partners Business program portfolio worth \$1.4+ billion. Directed technical program delivery teams and eight PMOs to ensure seamless execution of programs and change management initiatives. Maintained consistent collaboration with cross-functional departments, including engineering, product care, marketing, and C-suites.

- Orchestrated, developed, executed, and delivered over 100 strategic key initiatives, brand launches, integrations, migrations, infrastructure retrofits, and compliance programs in 2020-21.
- Managed 200+ project simultaneously from conception to completion and final delivery, while staying within budgets and stringent deadlines and working with matrix staff of 200+ across engineering, product, customer care, finance, experience, marketing, and program.
- Streamlined project management function for business unit by developing a new operating model, designing new P&L structure, compiling all products under one head, and employing a new CEO.

Product Portfolio Management	Technology Migration & Upgrades
Regulatory & Statutory Compliance	Team Building & Leadership

Director of Program Management • 2019 – 2020

Played an integral role in developing and managing GoDaddy's Security Products Group of \$350 million, while facilitating successful execution of all product group key initiatives, integrations, migrations, infrastructure, and compliance programs.

- Served as a member of the Security Products Senior Leadership team as well as first-line leader for the Security Products Group.
- Supervised 20+ project, marketing, and program managers to lead and execute 80+ projects averaging +100k hours of project work.

Director of Product Management • 2016 – 2019

Acted as PM Leader, directly reporting to Security Products General Manager / VP, Member of the Security Products Senior Leadership Team, and First Line Leader for Security Products Group. Managed 10 direct reports.

- Led the integration of Website Security Product into EMEA market with five strategic brands growing product revenue by \$5 million in 2018-19.
- Spearheaded the management of end-of-life of third-party products as well as migration to GoDaddy Security Product Line; successfully augmented customer base by 2 million domains secured as well as saved \$4 million in vendor costs on a yearly basis.
- Oversaw initial budget of \$40 million for integrated products, which scaled up to \$100+ million within the first six months.

Product Integration	Customer Acquisition
Cost Saving Initiatives	Revenue Optimization

WebDevStudios • Location • 2014 – 2016

Chief Marketing Officer / Partner

Delivered hands-on leadership and support to the company in marketing large website development projects for Microsoft / Campbell's Soup.

Sucuri Security • Location • 2009 – 2014

Chief Executive Officer / Co-Founder

Provided consultancy and support to the clients on remote monitoring and alerting of websites for potential points of compromise. Suggested remediation process to client, developed website firewall, and successfully acquired 45k customers.

Additional experience as Chief Technology Officer at Secure-I Inc. from 2007 to 2009.

Education & Credentials

Master of Business Administration, University of Phoenix

Bachelor of Science, Management, University of Phoenix

Certification:

Certified Information Systems Security Professional (CISSP), ISC2

Technical Skills:

Cloud | JIRA | WordPress | Agile

Languages:

English | Spanish