ANDY SIMKO

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Principal Cybersecurity Product Leader | Data & AI Platforms | Threat Intelligence

A Principal-level Cybersecurity Product leader with a proven record of scaling security products. I excel at defining product vision by transforming complex threat intelligence and large-scale data into actionable security outcomes. I have a history of owning the end-to-end GTM strategy for products that not only protect customers but also drive significant business growth. My current work involves leading strategic data initiatives, including the creation of a unified data platform to power all key business metrics and pioneer our initial AI integration projects.

Professional Certifications: CISA, CISSP, GPEN, GSNA, HCSFP, PMC-Level3

Recent Awards & Achievements: Inaugural Barracuda Hackathon Winner (2019) – AI Assisted Chat within Email Security Products, excel@Cuda awards - "Team" (FY22,Q2) & "Think Customer" (FY23,Q1)

PROFESSIONAL EXPERIENCE

Senior Product Manager
BARRACUDA NETWORKS, INC. Campbell, CA | 2018 – Present

Owned the end-to-end product strategy for a flagship email security product, scaling it into a multi-million dollar business. Concurrently, spearheaded enterprise-wide data initiatives, establishing the core data governance and analytics platforms that powered data-driven decision-making across the entire organization.

- **Strategic Growth & Revenue Generation:** Drove exponential product growth through a data-driven strategy, achieving a 26.5% revenue CAGR and a 48% customer base CAGR over a 5-year period.

- **Global Market Expansion:** Architected and executed the international go-to-market strategy, resulting in a 15% customer base increase in EMEA and 8% in APAC and establishing the product's first significant global footprint.

- **Customer Activation & Retention:** Pioneered the company's first-ever customer activation program, a data-driven framework that improved key usage metrics by 18.75%. This initiative was adopted as the enterprise-wide standard for all product lines, demonstrating a scalable model for increasing customer value.

- **Data Platform & AI Transformation:** Spearheaded a multi-year data transformation initiative by first establishing the company's data governance program and then architecting the 'Customer 360' application. By leading a cross-functional team of data engineers and analysts, I delivered a unified platform that operationalized all customer data, powered key business analytics, and is now the foundation for a strategic initiative to integrate our proprietary AI assistant into core workflows.

Product Manager & Information Security Consultant
SHAZAM, Des Moines, IA | 2013 – 2018

Owned the product lifecycle for the SHAZAM Secure MSSP program, defining the service portfolio, driving a 10+% CAGR, and leading GTM strategy. Served as the lead technical consultant for penetration testing and social engineering engagements.

- **Product Management:** Performed market analysis and service definition including pricing and packaging. Conducted sales enablement activities including go-to-market strategies, marketing assistance, and training. Monitored and maintained vendor relationships, software and technology portfolio, service SLAs and performance.

- **Penetration Testing, Vulnerability Assessments, & Technical Audits:** Perform penetration testing and vulnerability assessments on networks, wireless platforms, and web applications aligned to numerous frameworks (PCI, HIPPA/ HITECH/ HITRUST, ISO27001/2, NIST Cybersecurity and Special Publications, SANS Top 20 CSC, FSISAC, FFIEC, FISMA, and CIS Benchmarks).
  - Key Result: Program delivered comprehensive attack surface review with specific remediation recommendations across the organization's threat landscape resulting in identification of critical business risks and evaluation of the effectiveness of controls at the network, operating system, database, and application levels.

- **Social Engineering:** Develop, execute, and sustain sophisticated, organization-wide phishing programs. Identify and monitor top human risks to organizations and behavior changes needed to mitigate risk. Strengthen employee knowledge through training.
  - Key Result: Customers using this service achieved 7.26% decrease in open ratio; 8.63% decrease in click ratio; and 4.20% decrease in action ratio.

- **Team Lead & Operations Supervisor, Research Analyst:** Led team in coordinating resources for completing engagements and training staff. Assume operational leadership for assigned areas and effectively manage workload to meet deadlines. Maintain acute awareness of competition through market research and client interactions.

ADDITIONAL PROFESSIONAL EXPERIENCE

Systems Engineer & Solutions Architect
ALL COVERED, Des Moines, IA | 2011 – 2013
Rendered a full range of IT services and technology to support clients across the entire IT spectrum, from optimizing resources to maintaining infrastructure to designing/implementing solutions. Proactively engineered and monitored networks to maximize performance. Improved efficiency and reliability by auditing, documenting, testing, and modifying systems. Supported sales staff and engineers with client proposals and RFPs.

IT Consultant
INDEPENDENT ENGAGEMENTS, Des Moines, IA | 2009 – 2018
Advised businesses and individuals on the purchase, use, and implementation of hardware and software. Assisted with numerous cybersecurity related opportunities. Developed customized solutions by thoroughly analyzing and understanding client's needs. Provided training and support services as needed.

IT Director
ICL RESOURCES, Des Moines, IA | 2006 – 2009
Advanced and bolstered critical IT operations of multiple companies nationwide by ensuring proper functionality of technology services, workstations, infrastructure, and applications. Provided 24/7 helpdesk support to isolate, troubleshoot, and resolve problems.

Computer Intelligence Agent (Sales Engineer)
BEST BUY, Des Moines, IA | 2005 – 2006
Progressed to become key contributor to Geek Squad—fixing, updating, and maintaining computers and other electrical components. Led weekly technology training to maximized staff's effectiveness. Exceeded Geek Squad's corporate sales projections.

Assistant Network Administrator
STREATOR ELEMENTARY SCHOOL DISTRICT, Streator, IL | 2003–2005
Supported technology operations of multiple schools and offices, which included 500+ devices and 20+ servers. Completed a wide range of projects on as needed basis.

EDUCATION

DRAKE UNIVERSITY, Des Moines, IA
Bachelor of Science, Business Administration
Major: Marketing • Concentrations: Law and Insurance

ILLINOIS VALLEY COMMUNITY COLLEGE, Oglesby, Illinois
Associate in Applied Science, Computer Network Administration
Certificate in Computer Networking

CORNELL UNIVERSITY, Ithaca NY
Certificates: AI Strategy (in progress) • Design Thinking • Systems Design • Systems Thinking • Product Management