

RÉSUMÉ FOR ANDY KAHL

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I am a technology strategist, analyst, and evangelist who has specialized in online advertising, transactional data, data management, and privacy. I excel in roles like research, data analysis, data-driven marketing, product strategy, product management, and communications.

EXPERIENCE



VP, Security Culture, January 2019 - July 2020

DEVCON is a cybersecurity startup focusing on securing websites against client-side security threats. My role was to establish our market position and our company voice for our prospects, as well as creating digestible, actionable insights for our clients.

- ★ I established our product marketing position, creating narratives for our existing base of prospects and identifying new opportunities to educate organizations about our solutions.
- ★ I acted as an expert source on the data we collect. It's my job to identify trends, establish narratives around those trends, and communicate those narratives to our clients, the broader marketplace, and government organizations.
- ★ I created blog posts, social media, videos, and long-form reports to establish credible authority on malware, security exploits, and ad fraud.



Associate Manager of Product Development, June 2017 - January 2019

Sr. Data Analyst, Geek Squad, March 2016 - June 2017

At Best Buy, I worked as a product owner for our on-site advertising platform. Best Buy continues its evolution as a modern retailer, part of which is becoming a digital retail *publisher*. As with many product management roles, I wore several hats.

- ★ I defined specifications for new products and product optimizations.
- ★ I managed the relationship with demand-side platforms for programmatic display and search-based advertising on our site.
- ★ I represented these ideas through our development pipeline and audited their implementation, functionality, and performance.
- ★ I also worked as a product marketer, both by supporting our account executives as a client-facing resource and by educating our coworkers about this new (and often disruptive) part of our business.



Director of Research, March 2015 - January 2016

At Sizmek, I was the leader of a cross-departmental research team of analysts who mined our data and market sources for insights that served strategy, finance, product, and sales.

- ★ Directly managed one analyst, and coordinated efforts of five others in the frequent event that projects required overlap.
- ★ Used as the single source-of-truth for a wide ranging distributed data set stored and aggregated in several warehouses, managed by disparate teams with different mandates.
- ★ Led efforts to communicate insights from our data to our clients and the market at large through blog posts, bylines, panel participation, and public speaking.



Integral
Ad Science

Senior Product Manager, January 2015 - March 2015

At Integral I was responsible for product and project management for our client user experience, our data-driven brand safety products, and our MRC accredited advertising viewability products.

- ★ Took ownership of a project to entirely renovate our client UX, including adding new workflow elements to significantly reduce the amount of customer service attention required to launch new campaigns.
- ★ Frequently called on to explain technical aspects of our products and data science decision making to key strategic clients, and kept standing appointments with key members of the customer service team to liaison between client concerns and the product and development departments.



GHOSTERY

Senior Director of Transparency, 2010 - 2015

I joined Ghostery when it was a niche tool for the paranoid and helped it grow into one of the most popular and respected applications for better web browsing, championing the causes of transparency and privacy along the way.

- ★ In fewer than five years, we increased the user base from 250,000 total downloads to over 5 million active users every day.
- ★ I designed core features of the browser extension, extending the functionality across browsers and managed the strategy and launch of standalone browsers for iOS and Android devices.
- ★ I managed development, design, press relations, and promotional efforts from both in-house talent and outsourced contracts.
- ★ I was responsible for product messaging and consumer-facing communication, including blog posts, social media, panel discussions, print & television interviews, and public presentations (e.g., conference talks, trade shows, and pitch contests).



Product Manager, Strategic Data Systems, 2007-2009

As a member of Right Media's Data Processing and Reporting team, I contributed to the design of an innovative transactional data model that captured revolutionary concepts around an emerging advertising exchange.

- ★ I wrote low-level technical specifications for data-related internal products.
- ★ I was an expert source for content and structure of transactional advertising data to executive teams, internal data clients, external partners, and new acquisitions.
- ★ I managed data dependencies for merging the guaranteed, pre-booked advertising system at Yahoo! with the programmatic, real-time-bidding Right Media exchange.

My other experience includes advertising product management at Feeva (a hyperlocal data startup), sales consulting for digital printing solutions at Alphagraphics, plus print production management, teaching theology classes to children, and cooking at an Italian restaurant.

TECHNICAL EXPERTISE

I'm an expert in a variety of office suite software, creative suite software, and consumer privacy and encryption tools. I also possess knowledge of several back-end languages and systems.

- ★ Skilled in database architecture and querying. Particular expertise in SQL querying. Working knowledge of MapReduce systems, specifically Hadoop.
- ★ Intimate familiarity with the types of script, iframe, and image implementations employed by data collection and advertising technologies of all stripes.
- ★ Working knowledge of many web programming languages, including HTML (and HTML5), PHP, CSS, and Javascript (plus jQuery and node.js libraries), plus exposure to many other programming languages including Python/Django, Ruby, Java, and C++.

EDUCATION

I studied Anthropology and Religion at Tallahassee Community College, Minneapolis Community and Technical College, and Florida State University; but suspended my studies to pursue a career and family before completing a degree program.

ADDITIONAL INFORMATION

I am a contributing supporter to the EFF and the Mozilla Foundation because I'm legitimately passionate about how innovations in technology should increase the quality of communication worldwide. I play lots of nerdy games in my spare time - both on video screens and tabletops. I can offer solid contributions to an office trivia, softball, or basketball team - but I'm rubbish at bowling and golf. I am an ardent defender of the Oxford comma.

Personal and professional references are available by request. You can view samples of my work at andy.asfarasiknow.net.