



Andrea Eaken

BRAND STRATEGY &
SALES DEVELOPMENT

Expertise

- Brand Strategy Development
- GTM Strategy Development
- Market Research & Differentiation
- Global Multi-Media Campaigns
- GDPR & ADA Compliance
- PR/Media Communications
- Team Development
- Change Management

Contact

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WEBSITE

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LOCATION

Orange County, CA



VISIT MY ONLINE CV >

Hi. I use context, comprehension, perspective, and perception to translate ideas and create meaningful connections. My goal is to increase sales and brand recognition by means of beautifully effective design (informed by intentional observation and measurement), organizational awareness, empowered teams, and intelligent best practices. Twenty years of experience in various corporate landscapes has afforded me opportunities to learn from experts in their fields; I'm passionate about paying it forward.

EXPERIENCE

Director of Marketing & Brand Development..... 2021-PRESENT

GRAID Technology Chosen by CRN as one of the Ten Hottest Data Storage Startups of 2021, GRAID developed the world's first NVMe and NVMeoF RAID card to unlock the full potential of enterprise SSD performance, and has redefined performance standards for enterprise data protection. We're headquartered in Silicon Valley, with an R&D center in Taiwan, and are led by a dedicated team of experts with decades of experience in the SDS, ASIC and storage industries. GRAID's extraordinary software plus hardware solution has redefined the value of SSD RAID cards and makes GRAID SupremeRAID™ the most powerful and flexible NVMe SSD RAID in the world. Learn more at graidtech.com.

Director of Marketing & Brand Development..... 2020-2021

McWane | Technology Group \$2B Global Company, HQ: Birmingham, AL | Reporting the CEO of the McWane Technology Group, I partner with National and International Sales VPs to drive sales and establish market dominance for the following brands:

McWane iHydrant®

North American provider of remote water monitoring solutions for medium to large size utilities and municipalities; sold by four McWane companies across the US and Canada.

Nighthawk Adaptiv™ AMI

Nationwide provider of AMI meter solutions for medium to large size utilities and municipalities, \$13.5 M annual revenue and seven sales regions across North America.

Zinwave UNItivity® In-Building Wireless DAS

Global in-building wireless DAS solution with Fortune 100 clientele and \$18M annual revenue, four sales markets across North America, EMEA, and UAE.

[READ THE CASE STUDIES >](#)

Digital Marketing & Creative Director..... 2018-2020

Zinwave | A McWane Company A former client, this global in-building wireless DAS company with Fortune 100 clientele and \$18M in revenue brought me on board to launch a new digital marketing program (\$2M annual budget). Over two years, my team increased MQLs by 25% and reduced cost per qualified lead by 18%. Developed and launched a GDPR-compliance program in May 2018 which was modeled by McWane for their international corporate groups. Directed an internal team of three, as well as four external agencies for events (18 per year globally), PR/media, website development, and SEM/SEO programs.

Creative Director..... 2010-2018

Kinetic Strategic Communications Consulting LA, Orange County, San Diego | Partnered with founders Bill Winn and Brian Milder to deliver brand and creative direction expertise to global clients across legal, finance, executive professional services, and telecommunications industries. Over 90 clients worldwide, and over \$300M in deals won.

Brand Development Consultant..... 2006-2010

Resources Global Professionals International, HQ: Irvine, Global Professional Services Firm, \$703M Annual Revenue | Partnered with the Managing Director of Strategy to build a cohesive internal and external brand strategy, as well as an in-house proposal center, to elevate and align the brand across 86 global offices and 4,000+ consultants. NASDAQ: RGP

Clients



verizon

facebook



UK Parliament

RGP

sky



Yale



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Project Manager, Variable Annuities..... 2003-2005

Pacific Life Newport Beach, \$3.6B equity value, Partnered with lead underwriters to develop new change management procedures to ease the department-wide transition from paper to digital policy documentation.

Executive Assistant..... 2001-2003

Lincoln Financial Advisors Irvine-based wealth management firm, \$150M annual revenue. Executive assistant to the managing partners of Spectrum Lincoln Financial and subsidiary firms. (NYSE: LNC)

EDUCATION

Bachelor's Degree, Liberal Arts & Linguistics 1997-2000

Vanguard University, Costa Mesa CA

1999-2000—Sociology Research & Lecture Assistant to Dr. Phil Robinette, Sociology Dept. Chair | Research focus on ethics in social research methods; Ethics in Social Research 501 lecture assistant.

1998-2000—Anthropology Research & Lecture Assistant to Dr. Craig Rusch, Anthropology Dept. Chair | Research focus on cross-cultural non-verbal communication patterns; Cultural Anthropology 101 lecture assistant.

APPROACH

TRUST

In my experience, "How can I help?" is a more powerful question than most people realize. I approach each new problem as an opportunity to learn from and build trust with my teammates. By partnering on a "whole person" level, we make innovative connections and creative solutions.

RESILIENCE

Road cycling has taught me a few lessons about mental endurance and staying cool under pressure. I'll happily chat about it for as long as you can stand it. ;) My teams value humor, commiseration, and psychological safety - we can't always avoid stress, but happy teams cope better.

EMPATHY

Passionate opinion: listening, reflection, and empathy are essential elements of effective design or communication. Without them you're wasting your time. By training teams to value empathy, we can more effectively determine stakeholder motivations and clever solutions.

[REQUEST REFERENCES >](#)