PAUL ANDERSEN

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PROFESSIONAL SUMMARY

Sales and marketing executive with 20+ years in enterprise networking and cybersecurity, leading challenger sales teams against much larger vendors. Grew Array Networks' North America revenue every year across two VP tenures, averaging over 20% annual growth, by focusing on large enterprises, the applications that drive demand, and customer retention above 90%. Built a zero trust startup from the first customer, personally signing its first 14 accounts, then hiring the team to scale them.

CORE COMPETENCIES

Sales Leadership & Team Building • Revenue Growth & GTM Strategy • Channel & Partner Management • Enterprise & Strategic Account Management • Product & Technical Marketing • Demand Generation & Pipeline Development • Brand Positioning & Corporate Communications • Analyst & Public Relations (Gartner, IDC, Forrester) • Application Delivery & Load Balancing • Zero Trust & SASE / Network Security / Cybersecurity • Cloud Computing (AWS, Azure) • Cross-Functional & Executive Stakeholder Engagement • Startup Go-to-Market Execution

PROFESSIONAL EXPERIENCE

VP of Sales, North America | *Array Networks* **Jan 2023 – Present**

Milpitas, CA

- Revitalized the North America sales organization, scaling annual revenue by 73% over three years (2023–2025, 20.1% CAGR) while holding the line on headcount—driving sequential YoY growth of 15%, 26%, and 19%
- Led the deployment of Array's next-generation secure access platform across IBM Cloud's global data center infrastructure, restoring Array's footprint at the account (10K+ concurrent user licenses)
- Refocused the team on application-centric selling, with healthcare (eClinicalWorks, Epic, Meditech) as the primary vertical and credit unions (Fiserv) and local government (Tyler Technologies) as a strong second tier
- Increased average deal size by pairing new web application firewall (WAAP) and zero trust access solutions with load-balancing projects at accounts including Amdocs, Oracle, Peraton and the State of New Jersey
- Sustained greater than 90% year-over-year retention on support and software subscription renewals
- Built campaigns and sales enablement in-house, including cloud cost and VPN migration plays, and expanded the medium enterprise pipeline with channel partners including SHI, CDW, Insight and World Wide Technology

VP of Sales & Marketing | *Zentry Security* **Oct 2019 – Dec 2022**

Milpitas, CA

- Built and led sales and marketing for a zero trust cybersecurity startup, establishing the Zentry Security brand and market positioning around the dual imperatives of zero trust: strong security and ease of use
- Partnered with product management and engineering to define and refine the MVP for Zentry Trusted Access, incorporating direct feedback from early prospects and customers
- Personally signed the company's first 14 customers across three countries (about $120K ARR) through early-adopter pricing and a land-and-expand approach
- Hired three account executives with a mandate to scale to $1M ARR; they added about $130K in their first months, bringing ARR to roughly $250K before the runway ended
- Built a 12-person sales and marketing organization (8 sales, 4 marketing) to validate go-to-market strategy and scale new-logo acquisition and revenue
- Doubled year-over-year revenue, validating the product, team, and market opportunity and positioning the company for its next round of funding and growth

VP of Sales, North America | *Array Networks* **Oct 2017 – Sept 2020**

Milpitas, CA

- Refocused the team from the mid-market channel toward large enterprises with gaps Array could fill, closing seven-, six- and high five-figure data center deals with IBM Cloud, Humana, Oracle and Meditech
- Achieved 25% YoY revenue growth in 2019 through new customer acquisition and refresh-cycle sales tied to the launch of the next-gen ADC line
- Drove 40% YoY revenue growth in 2020 as pandemic demand for remote access surged, including Humana scaling to 24 appliances and over 10K concurrent users
- Kept IBM Cloud's white-labeled load-balancing service through IBM's acquisition of SoftLayer, providing executive sponsorship across network engineering, product, compliance and procurement
- Spotted the shift of applications and workers to SaaS and IaaS and made the case to fund Zentry Security, Array's zero trust subsidiary, leading it in parallel from late 2019

Sr. Director of Marketing | *Array Networks* **Jan 2011 – Oct 2017**

Milpitas, CA

- Built and led an 8-person global marketing team responsible for sales pipeline growth and enablement across direct, channel, and distributor sales organizations worldwide
- Directed the full marketing function — demand generation, product and technical marketing, PR/analyst relations, and field/channel marketing — aligning programs to the needs of sales leadership, field teams, and partners
- Led public relations and analyst relations engagement with Gartner, IDC, Forrester, and Frost & Sullivan; sustained analyst engagement with Gartner specifically advanced Array Networks from the Niche to Challenger category in its Magic Quadrant for SSL VPN
- Owned the demand generation funnel end-to-end — search marketing, webinars, events, content syndication, telemarketing, email nurture, social, and advertising — to drive sales pipeline growth
- Built product and technical marketing content from a master communications framework, including web content, datasheets, case studies, reference architectures, white papers, and solution briefs
- Led global field and channel marketing programs, including sales training and incentive programs for VARs, SIs, and distributors, across Europe, Japan, Southeast Asia, India, and the Middle East

ADDITIONAL EXPERIENCE

- **Cisco Systems —** Chief of Staff, Enterprise Operations (2010); Sr. Communications Manager, Partner Operations (2008–2009)
- **Array Networks —** Marketing Manager (2004–2008)
- **Sun Microsystems —** Web Marketing Specialist (2003–2004)
- **Tasman Networks —** Technical Marketing Specialist (1999–2002)

EDUCATION

Bachelor of Arts in English, Career Writing Concentration — San Jose State University (2016)