

KRIS ANDERSON

CYBERSECURITY PRODUCT & BUSINESS LEADER

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Dallas-Fort Worth, TX | Seeking remote roles or opportunities in the Portland, OR metro area

EXECUTIVE PROFILE

Cybersecurity product and business leader with 20 years across enterprise security and infrastructure. Owned global Network Security portfolio direction with \$162M in revenue responsibility and nearly 5,000 enterprise customers. Connects market strategy, investment decisions, pricing and packaging, and go-to-market execution across complex enterprise portfolios. Strengths span Product-Led Growth (PLG) initiatives and traditional Sales-Led Growth (SLG).

Organizational leadership includes managing 5 managers and approximately 60 PMs in Product Operations and Product Effectiveness. Experience modernizing standalone products into unified platform experiences, developing product teams, and aligning Engineering, Design, Sales, and Marketing around customer value and business priorities.

LEADERSHIP CAPABILITIES

Portfolio vision & strategy • Investment prioritization • Product-Led Growth (PLG) • Sales-Led Growth (SLG) • Pricing & packaging • Product lifecycle • Market & competitive positioning • Analyst & customer engagement • Cross-functional alignment • Manager & PM development • Product operating discipline

PROFESSIONAL EXPERIENCE

TrendAI / Trend Micro | Product management tenure: Jan 2018 - Oct 2026

Most recent role: Director of Product Management - Cybersecurity Platform

- Owned global Network Security product strategy for a portfolio with \$162M in revenue responsibility and nearly 5,000 enterprise customers across visibility and detection, threat prevention, and secure access.
- Set portfolio direction, roadmap priorities, and investment tradeoffs across SaaS, virtual, and hardware offerings, balancing established enterprise businesses with platform modernization and AI innovation.
- Owned pricing, packaging, positioning, and GTM alignment; worked with leading analysts at Gartner, Forrester, IDC, Omdia, and other firms. Translated customer discovery into platform bets, usage tiers, and launch priorities.
- Led Product Operations and Product Effectiveness, managing 5 managers and approximately 60 PMs across launch readiness, field execution, customer education, and feedback loops.
- Drove modernization of standalone technologies into Vision One, connecting network telemetry with endpoint, identity, email, cloud, and exposure-management signals.
- Helped bring Vision One and early XDR capabilities to market; evolved endpoint workflows into EDR/XDR experiences with guided response and richer telemetry, reducing investigation friction and increasing adoption of automated actions.
- Led direction across AI-assisted virtual patching, GenAI-powered network anomaly detection, and AI service access security; partnered with Engineering, Design, and GTM on priorities and execution.

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Professional experience, continued

Hybrid Cloud Support Team Lead

Trend Micro | Apr 2015 - Jan 2018

- Led 30 Cloud Security Support Engineers; established KPIs and reporting for support efficiency and quality, and coached team members on process adoption.
- Implemented Salesforce Service Cloud workflows and built PHP/MySQL/jQuery tools that routed ticket insights into the product backlog and knowledge base.
- Audited knowledge-base UX with Google Analytics to strengthen self-service and shorten time to resolution.

Director of Product Management, GTM & Operations

Limestone Networks | Dec 2007 - Apr 2015

- Led end-to-end product management, strategy, pricing, and go-to-market for cloud and bare metal hosting solutions serving SMB and enterprise customers.
- Owned roadmap and positioning across infrastructure offerings, balancing customer demand, platform capabilities, and operational constraints.
- Led Development, Marketing, and Customer Support teams across on-site and remote operations, aligning product delivery, customer experience, and GTM.
- Defined pricing and packaging, supported sales enablement, and established customer and support feedback loops to guide product priorities.

Technical Support Engineer - Enterprise Security & Linux/Networking

Tripwire | May 2006 - Dec 2007

- Supported enterprise change-auditing across Linux and networking environments, connecting enterprise customers with product teams. Based in the Portland, Oregon metro area.

CERTIFICATION

Trend Micro Certified Antivirus Professional (TCAP)