

Jessica D. Johannes

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Senior Cybersecurity Communications Leader

My background includes more than 15+ years of experience working with cybersecurity and B2B technology companies to build visibility, credibility, and market influence. Throughout my career, I have held leadership roles with several recognized brands and emerging growth startups, including Cisco Security, Sourcefire, Symantec, NSS Labs, and Trinity Cyber. I specialize in leading global communications, executive communications, thought leadership, media relations, social media, crisis communications, content creation, and corporate storytelling. I excel at collaborating with executives, security researchers, and product leaders to translate complex technical concepts into clear, compelling narratives that resonate with customers, media, analysts, and industry influencers.

Over the course of my career, I have secured tier one media results in global business and broadcast outlets, led research-driven communications campaigns, managed global agency networks, and prepared executives for some of the industry's most influential stages, including the RSA Conference, Black Hat, Gartner Security Summit, Cisco Live, and Davos. I am passionate about helping organizations define what they stand for, elevating executive voices, and creating content that sparks conversations, builds influence, and inspires action.

Key Skill Areas

Cybersecurity Communications | Executive Communications | Thought Leadership | Crisis and Rapid Response Communications | Corporate Narrative Development | Media Relations | Global Agency Management | Internal Communications | Content Strategy | Social Media

Professional Experience

Trinity Cyber

Vice President of Communications Mar 2021 – Present

Lead comprehensive communication, brand, and marketing strategy during a period of hypergrowth (3x growth in headcount and 3x annual recurring revenue growth). Expanded brand visibility and positioned the company as an industry disruptor and thought leader in the cybersecurity space.

Communications, Thought Leadership, Media Relations, and Rapid Response

- Secured high-impact coverage in leading business, cybersecurity and technology outlets including ABC News, Axios, The Washington Post, CyberScoop, The Cyberwire, SC Media, and Dark Reading
- Developed communications strategies that position Trinity Cyber as a cybersecurity market disruptor and contributed to positive recognition in Gartner industry research
- Secured and prepared executives for prominent speaking opportunities at RSA Conference, Black Hat, VentureBeat, Axios, EDUCAUSE, and Techstrong events
- Lead rapid response communications strategies for major cybersecurity vulnerabilities, emerging threats, and industry developments, translating complex technical concepts into compelling narratives for media, customers, and industry influencers
- Partner with technical subject matter experts to develop blogs and thought leadership content focused on threat prevention, AI-driven attacks, zero trust, network security, and cybersecurity innovation
- Captured industry recognition including SC Media Innovator of the Year, SINET16 Innovator Award, Dark Reading Startups to Watch, Cyber Defense Magazine Global InfoSec Awards, and MES Midmarket 100 Awards
- Led strategic communications for international expansion into Australia, securing positive coverage in five leading trade publications
- Developed the company's first internal communications program to improve morale and employee engagement

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Brand Strategy and Creative Leadership

- Architected and executed a complete visual and message brand refresh that strengthened market positioning and established a distinctive voice in a crowded cybersecurity landscape
- Conceptualized and delivered 40+ targeted social media campaigns that expanded brand awareness and grew social following by 734% over 5 years
- Developed an extensive content library spanning multiple formats (video, ebooks, newsletters, white papers, data sheets, technical briefs, blogs, etc.) to nurture prospects through the buyer's journey
- Launched and served as editor and chief for the company's corporate blog and quarterly newsletter

NSS Labs

Director | Communications Jan 2017 - Oct 2020

Served as a trusted advisor to executive leadership, providing strategic counsel on corporate communications, executive visibility, cybersecurity research initiatives, crisis communications, litigation-related issues, leadership transitions, and workforce realignment.

Media Relations, Brand Visibility, and Measurement

- Increased positive media coverage by 90% year-over-year during the first year of leadership
- Built and led a broadcast media program, securing CEO appearances on NPR Marketplace, Cheddar News, Spectrum News and several ABC, NBC, and Fox affiliates in major markets
- Established a comprehensive media measurement and monitoring program to track coverage, share of voice, sentiment, and message resonance
- Secured industry recognition from SC Media, Inc. Magazine, Austin Business Journal, Austin InnoTech, Built In Austin, and Red Herring

Executive and Crisis Communications

- Developed executive communications strategy for C-suite leadership and prepared narratives for executive engagements at Black Hat, Cyberscoop, Davos, The Red Herring, and RSA
- Led crisis communications during sensitive corporate moments, protecting company reputation and maintaining stakeholder trust
- Created company-wide communications policies and protocols ensuring consistent voice across all channels

Internal Communications and Employee Engagement

- Partnered with the CEO and HR to design and implement internal communications programs aimed at boosting employee morale, fostering engagement, and aligning company values during times of change

Cisco

Senior Manager | Executive Communications Oct 2013 - Jan 2017

Led executive communications for several senior leaders in Cisco's Security Business Group.

Executive Communications and Storytelling

- Led communications programs for three highly sought-after business leaders, developing strategic messaging for keynote addresses, conference sessions, media and analyst briefings, investor roundtables, blogs, videos, Q&A's, and town halls
- Delivered content that generated consistent industry thought leadership and earned high audience engagement at prominent events like RSA, Black Hat, Gartner Security Summit, and CiscoLive
- Managed mainstage keynote engagements at RSA, Black Hat, CiscoLive and Sales Kickoff
- Played a pivotal role in the post-acquisition communications strategies for the \$2.7 billion acquisition of Sourcefire

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Cisco/Sourcefire

Senior Manager | Global Communications May 2012 - Oct 2013

Managed worldwide communications programs across key global regions, driving initiatives that elevated the company's profile in key strategic territories and significantly increased media coverage and engagement in prominent outlets.

Global Communications & Customer Content Creation

- Led communications programs for APAC, EMEA, and LATAM and generated prominent media coverage in outlets like BBC, Bloomberg, CIO, CSO, Financial Times, and Computerworld
- Led expansion into new markets including Australia, Brazil, Chile, Colombia, Peru, Singapore, and Thailand
- Managed a global agency network spanning 11 regional firms across five continents
- Developed a customer content program, creating a pipeline of customer case studies and a compelling quotes database that supported sales and marketing efforts

Previous Experience

NetApp | **Manager, Public Relations** Jul 2010 - May 2012

Symantec | **Manager, Corporate Communications** Jul 2008 - Jul 2010

Personal Awards & Recognition

NSS Labs

Above and Beyond Award | Crisis Communications 2018

Above and Beyond Award | Black Hat 2018 and 2018 SD-WAN Test Launch

Cisco

FY16 Q3 "You Rock" Quarterly Impact Award | 2016 Partner Summit Supersession

FY16 Q2 "You Rock" Quarterly Impact Award | RSA 2016 keynote

Connected Recognition Awards | 2016 Global Sales Kickoff, RSA 2015 keynote, Product Launches, CiscoLive US, EMEA, Mexico, Sourcefire Acquisition Integration, RSA 2014 press conference

Symantec

Applause Awards Innovation Showcase 2008 and 2009, Demo 2008

Launch, Underground Economy Report 2009

Higher Education

Bachelor of Science (BS) | Public Relations Major, Business/Marketing Minor

San Jose State University

Professional Associations

Cybermarketing Society | Wednesday Women | Austin Women in Communication

"Excellent communication doesn't just happen naturally. It is a product of process, skill, climate, relationship and hard work."

– Pat McMillan | Author & CEO