LACI GOODLY

Director, Web & Digital Growth

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I build digital growth functions around how buyers discover, evaluate, and purchase complex technology. Over nine years in digital marketing, I have identified untapped growth opportunities, secured executive investment, built teams and scaled new capabilities into measurable business performance.

Selected Impact

$22.4M
Organic-influenced pipeline
Jan 2025–Jun 8, 2026

7.5×
Lead-to-opportunity rate
vs. paid search
2025

+83%
Organic pipeline growth YoY
vs. −11% overall pipeline
Jan 1–Jun 8, 2026

+55%
Organic lead conversion rate increase
On flat traffic
May–Oct vs. Jan–Apr 2026

Experience

OPSWAT

May 2022 – Present

Director, Web Marketing — Dec 2025 – Present

Senior Web Marketing Manager — 2022 – 2025

LEADERSHIP SCOPE

37 products. 13 web properties.

Established the global cybersecurity company's web and digital growth function, with full ownership of strategy, priorities, technology and investment. Lead a team of three and manage ~$110K annually (peak ~$250K), reporting directly to the CMO.

Built organic and AI search into enterprise priorities.
Identified an untapped acquisition channel, piloted buyer-led content and secured investment in tools, agencies and hires. Scaled search from a web project role into a function; SEO and AI search are now CEO-mandated objectives for Product and Marketing.

Established a high-performing pipeline channel.
Organic leads reaching SQL or opportunity in Jan–Sep 2026 would have required ~$590K in equivalent paid-search investment. Led experience optimization during a period of 49% growth in monthly organic contact conversions and 55% growth in lead conversion rate on flat traffic.

Restructured global search investment and delivery.
Terminated four underperforming SEO agencies and shifted toward an in-house, AI-enabled model. Defined roles, hired and developed the team; delegated technical SEO, stakeholder delivery and AI-enabled content operations.

Built and scaled an AI search capability.
Piloted the approach with data diodes and expanded measurement to 500+ prompts, eight AI engines and 16 markets. AI-referred contacts more than tripled from June to October 2026.

OPSWAT

May 2022 – Present

Transformed enterprise measurement and commercial accountability.
Selected Amplitude, architected GTM tracking across 13 web properties, and established company-wide event and lead definitions. Combined analytics, HubSpot, CRM and finance data to evaluate funnel performance, lead quality and channel ROI; shifted search KPIs beyond traffic and rankings.

Embedded search intelligence into product marketing.
Created and led a 44-initiative messaging program across 19 business unit and brand categories (34 completed and AEO-approved). Established required digital messaging standards in CMS templates and advised Product on naming, category positioning and portfolio conflicts.

Shaped digital ecosystem and web strategy.
Led information architecture and delivery for a four-month site rebuild across 20+ workstreams. Authored a framework applied to six web property decisions, balancing brand equity, attribution, compliance, localization and discovery. Defined migration safeguards and influenced documentation vendor features.

Owned marketing technology investment and governance.
Evaluated vendors, negotiated enterprise contracts and led procurement and implementation with IT, Legal and Engineering. Established required web, regional SEO and consent standards; built five AI workflows adopted across Brand, Content and Digital Marketing.

Earlier Experience

TECHLINK

May 2017 – May 2022

Digital & Web Marketing Manager

Built the digital marketing function at a federal technology-transfer intermediary across web, organic search, paid search and social, email, content and HubSpot automation. Led a cross-functional team of 10+.

Doubled website traffic year over year.
Ran integrated acquisition campaigns with ~$2K in monthly paid media investment.

Scaled technology discovery.
Led the TechLinkCenter.org rebuild, integrating federal patent data and programmatic SEO.

CROWLEY FLECK PLLP

2012 – 2017

Medical Malpractice Paralegal

Expertise

Leadership: Strategy, team development, investment allocation, vendor negotiation, governance and cross-functional change management.

Growth: Web strategy, SEO/AEO/GEO, paid acquisition economics, CRO, buyer research, product positioning, analytics, attribution and AI operations.

Technology: Amplitude, GTM, GA4, HubSpot, Salesforce, Search Console, Microsoft Clarity, Semrush, Ahrefs, Screaming Frog, AirOps, Profound, OneTrust, Weglot.

Education: B.A., English Literature | Montana State University