

LACI GOODLY

DIGITAL GROWTH · WEB EXPERIENCE · AI SEARCH · CRO · ANALYTICS

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— SELECTED IMPACT

8-figure organic / AI-sourced pipeline (H1 2026) **#1** most-cited brand in category AI answers
~**11×** site-average conversion, top channel ~**50%** AI share of voice

— PROFILE

Digital growth leader who turns the website and search into a full-funnel revenue engine and builds the system and team that run it. At OPSWAT, a global enterprise cybersecurity company, I own web experience, organic and AI search, conversion, and analytics across a 37-product portfolio, and built the answer-engine program that made us the #1 most-cited brand in our category's AI answers. I lead in the AI era: an AI-native operating model lets a lean team test, learn, and produce at enterprise scale, and I tie every play to pipeline. Deep in AI search and SEO, strong across web, CRO, and measurement, and fluent across the full digital funnel.

— EXPERIENCE

OPSWAT

May 2022 – Present

Global leader in critical infrastructure cybersecurity

Director, Web & Digital Growth (Dec 2025 – Present) · *Senior Web Marketing Manager* (2022 – 2025)

- Rebuilt the website and search into a full-funnel growth engine: made organic and AI search the site's **highest-converting channel** (~11× the site average) and an **8-figure** first-touch pipeline source, an efficient, organic-led motion that lowers acquisition cost.
- Saw AI answer engines reshaping discovery early and built the company's AEO program from zero to the **#1 most-cited brand** in our category, ahead of CrowdStrike and Palo Alto Networks, at ~**50% share of voice**.
- Run the website as a **continuous experiment** across 37 products and 13 international sites: CRO, session-replay testing, and a navigation restructure that **lifted findability and conversion**.
- Built the **measurement system leadership trusts** (GA4 and Amplitude attribution, a unified taxonomy, executive dashboards), and used it to **redirect investment toward the channels that convert**.

- Built an **AI-native operating model**, custom agents plus always-on measurement, that lets a lean team test, learn, and produce at **enterprise scale**.
- Grew the function **from one person to a team of three**; own budget and agency strategy against pipeline ROI, and set the standards that align **20 product teams** across PR, Product, Content, and Revenue Marketing.

TECHLINK

May 2017 – May 2022

Federal Partnership Intermediary

Digital & Web Marketing Manager

- Led digital and web strategy and a **cross-functional team of 10+** across SEO, paid search, paid social, and email on the HubSpot stack.
- Built the web strategy for TechLinkCenter.org: a large-scale redesign, federal patent-feed integration, and **programmatic, data-driven SEO**.

CROWLEY FLECK PLLP

2012 – 2017

Multi-state defense law firm

Medical Malpractice Paralegal

- Five years translating complex technical evidence into clear, convincing narratives in a regulated, high-stakes environment, the foundation of how I make complex products land with buyers and AI.

— SKILLS

Digital Growth Strategy integrated digital growth, website strategy, funnel design, demand & pipeline, ICP & buying-group marketing, localization

Web Experience, UX & CRO information architecture, journeys & landing pages, conversion optimization, A/B & experimentation, personalization, CMS / web platform, migrations

AI Search, SEO & Discoverability AEO / GEO, AI-search visibility, technical SEO, structured data & schema, entity strategy, content strategy

Analytics & Measurement GA4, Amplitude, Search Console, attribution modeling, performance frameworks (traffic to pipeline / ROI), dashboards

Leadership & Operating Model team building, cross-functional leadership, governance & standards, budget & agency management, executive communication, AI-native operations

Tools GA4, Amplitude, GTM, Search Console, Semrush, Ahrefs, Screaming Frog, Clarity, HubSpot, Salesforce, AirOps, Profound

— INDUSTRY ENGAGEMENT

At the leading edge of AI search. **AEO Conference 2026** (Graphite × AirOps), San Francisco · **Zero Click 2026** (Profound), San Francisco

— **EDUCATION**

B.A., English Literature, Montana State University, 2008