

Andrew Rostad

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PROFESSIONAL SUMMARY

Senior product marketer, content leader, and program builder with 20+ years across research, B2B marketing, production, and editorial work, including 14+ years in content marketing and direct cybersecurity product marketing for Microsoft Intune. Turns audience insight and complex technology into positioning, launches, customer education, partner programs, and content systems. Combines strategic ownership, hands-on execution, people leadership, and cross-functional influence.

CORE COMPETENCIES

Product Positioning and Messaging

Go-to-Market and Product Launches

Content and Editorial Strategy

Customer Education and Community

Partner and Channel Marketing

Audience and Buyer Research

People and Cross-Functional Leadership

Marketing Programs and Operations

WORK EXPERIENCE

Unify Consulting, supporting Microsoft Intune

Dec 2021-Present

Senior Product Marketing Manager

- Own messaging, positioning, and go-to-market work for Microsoft Intune across endpoint security, device management, update hygiene, device trust, and authentication.
- Designed and lead the Intune for MSPs education, community, and partner motion, coordinating Product and Engineering teams across three products and five ISV partners.
- Reworked audience research, analyzed findings, and built a Microsoft Learn pathway, interactive guides, customizable video toolkit, influencer content, technical blog, and monthly live webinar.
- Partner-managed tenants grew Intune monthly active users **17.9% versus 15.7%** for the unmanaged base and increased paid-seat activation from 51.2% to 52.8%; results show correlation, not sole program attribution.
- Administered roughly **\$350,600 in partner funding**, drafted agreements, tracked outcomes, and reported to leadership while managing relationships with partner founders, CTOs, and CMOs.
- Led specific Windows Autopatch launch and go-to-market workstreams; wrote its launch blog and wrote and produced Microsoft's official six-video product playlist.
- Ghostwrote a Microsoft 365 Blog article on cloud-native endpoint management and drove the related implementation guidance and documentation-hub redesign.
- Built an agentic blog submission, evaluation, and drafting system using Copilot Studio, Power Automate, ChatGPT, and Claude.

Acceptance Insurance

Apr 2020-Dec 2021

Content Marketing Manager

- Built the content strategy and execution plan, owned the editorial calendar, defined brand voice, and directly managed two graphic designers.
- Replaced ad hoc creative reviews with a department-wide SharePoint workflow, typically reducing approval time from about **three days to one** while improving legal review and leadership visibility.
- Recut two video ads and designed two original animated campaign assets, avoiding more than **\$50,000 in agency spend**.
- Authored the Service Vision and Acceptance Pledge, translating brand mission into employee-performance expectations.

Media Beyond

Jun 2012-Mar 2020

Marketer / Executive Producer

- Led content marketing, account strategy, production, and quality assurance for three blue-chip clients while recruiting, hiring, training, scheduling, and evaluating a seven-person production team.
- Retained consumer-research firm Ignite360 for ten years at roughly **\$120,000 annually** by redesigning field, post-production, archive, retrieval, and transcription workflows.
- Conducted dozens of long-form ethnographic interviews and applied jobs-to-be-done research for a major consumer brand.
- Led engineers, marketers, and executives through discovery, copy editing, and book-length responses for multimillion-dollar bids, including a winning power-plant proposal.
- Grew Honeywell Life Safety from roughly **\$10,000 to \$50,000 in annual business** by extending a conference-video series into how-to and instructional content.

Harpo Studios, The Oprah Winfrey Show

Aug 2004-Jun 2012

Assistant Editor / Production Assistant

- Served six years on the final quality-control team for hundreds of nationally broadcast episodes, verifying graphics, current media, legal clearance, and runtime under daily deadlines.
- Edited broadcast content and translated creative possibilities for producers without writing or editing backgrounds.

EDUCATION

B.A., Communication Arts (Radio, Television, Film); Minor in Spanish [University of Wisconsin-Madison](#)

CERTIFICATIONS

ICAgile Certified Professional, Agility in Marketing	ICAgile	
Storytelling for Influence; Communicating for Impact; Impactful Presentations	IDEO U	2024

AWARDS & HONORS

Bronze Telly Award and Viddy Awards Honorable Mention	Windows Autopatch explainers
Wink Award	Acceptance Insurance

SKILLS

AI and Automation: Copilot Studio, Power Automate, ChatGPT, Claude, Microsoft Copilot

Research and Analytics: Survey design, ethnographic interviews, jobs-to-be-done, journey mapping, Adobe Analytics, Google Analytics, Power BI requirements and validation

Content and Operations: Adobe Creative Cloud, Figma, WordPress, HTML/CSS, SharePoint, Microsoft Planner, Kanban, Teams, Azure DevOps