San Jose, CA 95120
408.314.9560
elnmccabe@gmail.com



EXECUTIVE COMPETENCIES

- → Executive & Corporate Communications
- → Corporate Marketing & Brand Strategy
- → Comms & Marketing Function Build
- → Brand Architecture & Positioning
- → Corporate Narrative & Storytelling
- → Crisis & Issues Management
- → M&A, Transformation & Change Communications
- → Internal Communications & Employee Engagement
- → Investor, Board & Stakeholder Communications
- → Flagship Events & Executive Visibility
- → Integrated Marketing Campaigns
- → B2B & Consumer GTM Messaging
- → Social, Digital & Community Strategy
- → Media, Analyst & Influencer Relations
- → Global Team & Agency Leadership
- → Executive & C-Suite Counsel

PROFILES

LinkedIn Profile
erinlnmccabe.com
abandoned-press.com

Erin McCabe

Corporate Communications & Brand Marketing Leader

SUMMARY

Communications and corporate marketing executive with 25+ years leading global internal and external communications, brand, and go-to-market narrative for technology companies ($700M to $5B+ revenue), from enterprise leaders including OpenText, Commvault, NetApp, and Informatica to consumer and creative brands including Adobe, HP, Seagate, and Pinterest. Trusted advisor to CEOs, Boards, and senior leadership on crisis, M&A, litigation, activist response, and executive transitions. Known for owning both the narrative and the room: the story, and the flagship events, executive moments, and channels where it lands with enterprise buyers, analysts, media, developers, employees, and individual users. Builder of communications and marketing infrastructure (teams, agency ecosystems, messaging frameworks, and measurement) across public company, PE-backed, venture-backed, and global agency environments. Deep expertise in AI, SaaS, cloud, cybersecurity, data platforms, and enterprise software. Leader of global teams of 30+ professionals.

PROFESSIONAL EXPERIENCE

Founder & Principal | Abandoned Press

San Jose, CA | 2026 – Present
Communications and corporate marketing advisory | abandoned-press.com

- Builds communications and corporate marketing infrastructure for technology companies at inflection points: narrative, launch plans, team structure, agency model, and measurement.
- Fractional CCO and launch lead for Kestra 2.0, an open-source platform where adoption starts with individual developers and community; runs agency execution, spokesperson prep, analyst content, and customer stories.
- Qlik engagement spanning executive communications, events, media relations, and customer marketing.

Senior Vice President, Corporate Communications | OpenText

Waterloo, Canada | Menlo Park, CA | 2022 – 2025
Leader in information management for AI

- Owned global internal and external communications, corporate brand, and narrative strategy for a publicly traded $5.8B information management and AI software company with 23,000+ employees.
- Served on the senior leadership team (top 60 leaders) as senior advisor and spokesperson for the CEO and executive leadership.
- Repositioned OpenText as a global leader in AI-powered secure information management, redefining the corporate value proposition across brand, web, executive communications, sales enablement, and flagship programs.
- Guided communications for the company's largest acquisition (Micro Focus, 2023), doubling organizational scale, and the divestiture of AMC to Rocket Software (2024), preserving brand clarity and market confidence.
- Delivered a 45% year-over-year increase in executive media placements and measurable share-of-voice growth across top-tier global outlets.
- Grew OpenText's corporate LinkedIn community by 80%+ and elevated CEO and executive social presence, building an engaged audience with a consistent brand voice at scale.
- Scaled employee communications through a 12K-to-24K workforce expansion, growing the reachable audience from ~7-8K to 18K+ with consumer-style channels and storytelling, and supported HR benchmark survey participation rising from 70% to 86% year over year.
- Led development and governance of enterprise-wide messaging frameworks, aligning corporate marketing, product marketing, sales, partner enablement, pricing, and digital experiences.
- Partnered with brand, creative, and digital teams to evolve brand architecture, flagship events, and enterprise-wide campaigns aligned to corporate and product strategy.
- Built and led a global team of 30+ communications professionals and managed a complex agency ecosystem across key international markets.

Executive Vice President, Client Services | Hotwire Global Communications

San Francisco, USA | 2011 – 2022
Leading global technology communications and marketing consultancy

- Executive sponsor and senior advisor to CEOs, CMOs, and Heads of Marketing on integrated communications, corporate brand strategy, positioning, and go-to-market transformation.
- Steered executive communications, crisis management, M&A, and IPO readiness programs for technology companies during periods of rapid growth and transformation.
- Repositioned Commvault from crisis to market leadership, improving brand ranking from #5 to #3 within two years through narrative clarity and integrated campaigns.
- Led CEO thought leadership for NetApp, achieving 85% cloud message pull-through across 300+ Tier-1 outlets

and supporting 197% YoY ARR growth.

- Launched Nile Secure from stealth by architecting its corporate narrative and ecosystem strategy, generating 300+ qualified leads, 20+ investor leads, and 250+ reseller partners within 30 days.
- Spearheaded communications for Dell's acquisition of Quest Software, increasing software messaging penetration by 150% and securing six major industry awards.
- Supported CEO transition and repositioning at LogicMonitor, expanding market reach from IT operations to C-suite and board-level audiences.
- Oversaw multichannel programs for brands including Automation Anywhere, BMC Software, DataStax, Endava, Informatica, Nuance, and Sierra Wireless, and applied the same approach to consumer platforms, including project work for Pinterest on an internal team meeting.
- Drove agency new-business development, contributing to multi-million-dollar pipeline growth and long-term client retention through differentiated positioning and offerings tied to business outcomes.

Senior Manager, Worldwide Public Relations, Software | **Hewlett-Packard**
Cupertino, USA | 2008 – 2011
Leader in consumer and business technology

- Managed global PR, social media, messaging, and positioning programs for the cloud, business intelligence, and automation portfolios within HP Software.
- Established HP Software's first private, public, and hybrid cloud PR program and positioning framework, increasing cloud coverage by 53% year over year.
- Drove a 200% increase in overall coverage and share of voice over three years through proactive thought leadership and executive visibility.

EARLIER CAREER EXPERIENCE

- Director, Public Relations, Eastwick Communications (1996 – 2008): progressive roles culminating in Director, with consumer and enterprise technology programs for Adobe (creative and design software), HP Storage (enterprise to consumer hardware), and Seagate (consumer storage)
- Sales Manager, S&R Precision (1995 – 1996)
- Event Marketing, SEMI (1991 – 1995)

PROFESSIONAL ASSOCIATIONS

Public Relations Society of America, Silicon Valley: Executive Board

Arthur W. Page Society: Nominated Member

EDUCATION

B.S. | Applied Arts & Sciences (Graphic Design Emphasis)
San Diego State University, San Diego, CA