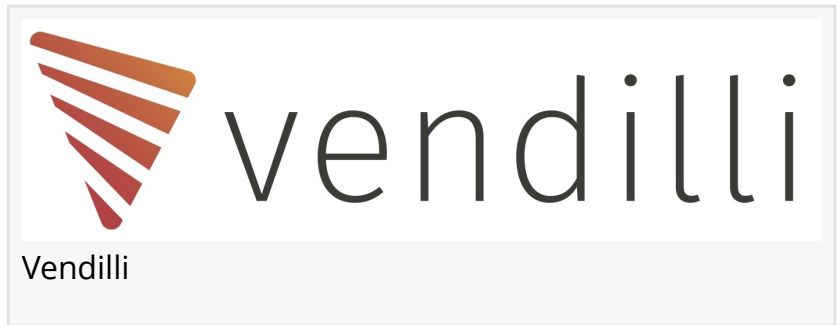


# Vendilli Adds HubSpot Vet Cathy Cordova as Principal GTM Strategist

*Cathy Cordova joins fellow HubSpot alum Micah Van Rijs at Vendilli, giving the growth marketing agency rare insider depth ahead of HubSpot's Unbound conference*



PITTSBURGH, PA, UNITED STATES,  
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-- Vendilli, the Pittsburgh-based veteran-owned growth marketing agency, today announced that Cathy Cordova has joined the team as Principal GTM Strategist, bringing 20-plus years of sales and marketing leadership and five years inside HubSpot to the agency's roster.

“

Cathy brings hands-on growth experience and platform depth ... With Cathy and Micah, we now solve problems for our clients from the inside out. And that's a huge win for everyone we serve.”

*Chris Vendilli, CEO*

In her new role, Cordova will build go-to-market strategies connecting marketing, sales, service, data and technology for Vendilli's clients, with a sharp focus on data quality, CRM architecture and AI readiness.

"AI is only as good as the data feeding it, and most businesses aren't keeping it clean," Cordova said. "I can spot when the data is lying to you. And that's usually when the processes and automations are breaking down too. That's where I step in."

Cordova spent the first two decades of her career growing small and mid-sized businesses in marketing and sales director roles, including stints at Allegra Marketing, Sun Office Solutions, Berkshire Hathaway HomeServices, and Davey Coach Sales.

In 2021, she joined HubSpot itself, rising to Principal Inbound Consultant over five years. Cordova advised customers on creating and growing their full-funnel growth strategy, building on the 15 years she spent working with the platform as a partner and power user.

She joined Vendilli because "Chris Vendilli has real integrity, not just puffed-up optics," she said. "He's intentional about the people and clients he serves. I also know how Micah Van Rijs thinks about growth, since we worked together at HubSpot. It's great joining a team you can trust."

Cordova's arrival makes Vendilli one of the few agencies with two former HubSpot employees on staff, alongside fellow alum Micah Van Rijs. Their one-two combination gives Vendilli clients a rare "inside-the-platform" perspective to inbound marketing.

"Cathy brings hands-on growth experience and platform depth that's hard to find in one person," said Chris Vendilli, founder and CEO of Vendilli. "With Cathy and Micah, we now solve problems for our clients from the inside out. And that's a huge win for everyone we serve."

Cordova's arrival comes weeks before she heads to HubSpot's Unbound conference in September, where she will represent Vendilli among the partner and customer community she has known for years.

The addition deepens Vendilli's bench as the agency expands its data, AI-readiness and go-to-market strategy offerings for clients nationwide.

#### ABOUT VENDILLI

Vendilli believes growth shouldn't be something a business leader has to figure out alone. That conviction comes from experience: Our team is led by a U.S. Air Force veteran and former police cybercrime detective who built the agency to treat every client's challenges as his own. Vendilli closes the gap between strategy and results with the same vigilance that defined our founder's service, backed by HubSpot Platinum certification, a proven storytelling methodology, and more than 200 years of combined team experience. We're not a vendor. We're a team of marketing veterans, in your corner, with the experience to back it



Cathy Cordova, Go To Marketing Strategist, Vendilli



Micah Van Rijs, Vendilli Chief Revenue Officer

up.

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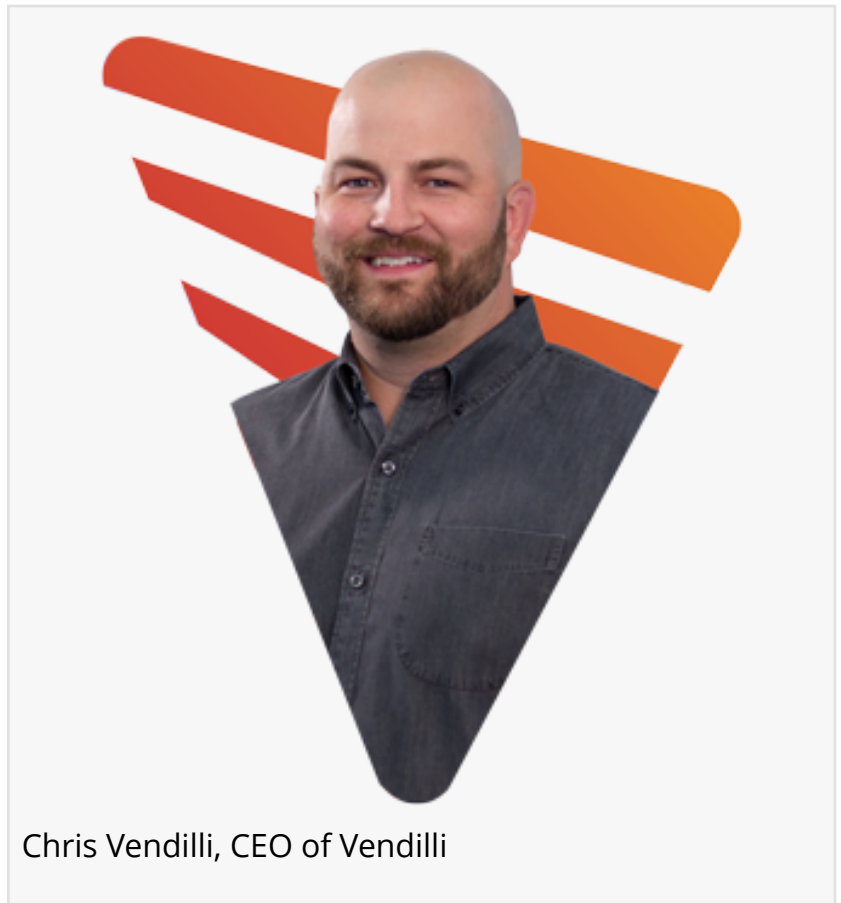
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Chris Vendilli, CEO of Vendilli

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