



CUSTOMER-FEATURED WEBINAR ACTIVATION

TANIUM × GOVERNMENT TECHNOLOGY

Reimagining Cybersecurity Workflows with the State of Kansas

An existing customer's real transformation story, turned into a peer-credible, data-scored lead engine

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GOAL

State of Kansas is an existing Tanium customer. Under CISO John Godfrey, Kansas had transformed cybersecurity and IT operations across more than 40 state agencies — moving toward real-time incident response, accelerated patching, and stronger audit readiness through automated workflows. Rather than build a vendor-narrated thought leadership piece, Tanium set out to put that real, in-production transformation in front of the public-sector market directly, with Godfrey telling the story himself.

Partnering with Government Technology (e.Republic), the [“Reimagining Workflows with the State of Kansas”](#) webinar activation was scoped to do double duty: give prospective state and local agencies an authentic, peer-credible account of what a whole-of-state cybersecurity modernization actually looks like in practice, while capturing enhanced jurisdictional data so the resulting audience could be scored and prioritized for Tanium’s sales team — not just counted as registrations.

OBJECTIVES

- Recruit an existing, strategic Tanium customer (State of Kansas CISO John Godfrey) to headline the program as primary storyteller, giving prospects a real, in-production account of statewide cybersecurity transformation rather than vendor-narrated content
- Structure the on-air conversation around Kansas’s actual transformation arc that was developed jointly with Godfrey, Tanium’s Claire Bailey, and e.Republic’s production team so the story stayed grounded in specifics instead of generic industry talking points
- Combine e.Republic’s public-sector audience promotion with Tanium’s own [social](#) and sales-team outreach to exceed a 200-registrant qualified target
- Capture enhanced jurisdiction-level firmographic and opportunity data on every registrant, so response could be scored and prioritized rather than worked in registration order

STRATEGY & PROGRAM DETAILS

Recruiting an Existing Customer as the Program’s Centerpiece

I personally recruited John Godfrey to headline this program in collaboration with Joseph Dain, Tanium’s Customer Success Manager on the Kansas account, and Tyler Waggenseller, the account’s Director of Strategic Accounts, to bring him in while keeping the broader account relationship coordinated. Content was developed jointly among Godfrey, Claire Bailey (Chief Government Strategist, Tanium), myself and e.Republic’s production team — with Godfrey positioned throughout as the primary storyteller and Bailey providing industry context around his experience, rather than the other way around.

Building a Narrative Grounded in Specifics

Rather than a generic panel discussion, the session was scripted around a moderator-led arc that followed Kansas’s actual transformation start to finish: the scale and complexity of a 40-plus-agency environment, the mandate behind the transformation, where legacy workflows were breaking down, the phased “prove, deploy, operationalize” rollout model, the real-time visibility foundation the rest of the work sat on, where automation changed how teams operated day to day, how those automations scaled across agencies, the resulting outcomes, how dashboards

changed leadership decision-making, ongoing optimization, and the cultural practices — what Godfrey refers to as “The Kansas Way” — behind the results.

Claire’s role throughout was to contextualize each of Godfrey’s points against broader state and local trends: threat velocity outpacing manual workflows, the shift from tool-centric to workflow-centric security, and the wider market movement toward Whole-of-State models and NIST CSF 2.0 alignment — keeping the conversation useful to attendees whose own environments looked nothing like Kansas’s.

Distribution & Promotion

e.Republic owned the core audience promotion, drawing on its public-sector subscriber base. Tanium supplemented that reach directly — pushing the registration link through Tanium’s own social channels and direct sales-team outreach, positioned around a shared message: that state governments can move beyond siloed security tools toward unified visibility and automated cybersecurity workflows. That combined push added 15 registrants on top of e.Republic’s promotion, a meaningful supplement.

Registration Delivery Against SLA

Per the e.Republic contract, Tanium had a 90-day window post-event to reach the 200-registrant qualified target. e.Republic was able to achieve that final target after running both pre-event and on-demand promotion for the webinar.

Milestone	Registrants	Date
Live webinar airs (3:00 PM ET)	N/A	Mar 24, 2026
Post-Event Interim registration report	138 / 200 (69%)	Mar 26, 2026
Incremental registration update	Small batch added	Apr 20, 2026
Incremental registration update	+6 new	May 26, 2026
Final registration report — target exceeded	218 / 200 (109%)	Jun 4, 2026

Program Investment

The program was budgeted at \$20,000 under Tanium’s FY27 SLED marketing plan — booked to the “National – Autonomous IT – H1” webinar line for Q1 FY27 (March 2026) — averaging roughly \$92 per marketing qualified lead across all 218 registrants.

Nurture & Follow-Up

e.Republic sent standardized post-event nurture emails to every registrant — a thank-you to attendees and a “sorry we missed you” to no-shows — both linking to the on-demand recording. The full registrant list was also routed to Tanium’s Sales Development Representatives (SDRs) for direct follow-up, prioritized using the enhanced firmographic and opportunity data rather than raw registration order.

KEY FINDINGS / RESULTS

As of the final registration report (June 4, 2026), the program had generated the following registration, engagement, and audience-quality data:

218 / 200

Qualified registrants vs. target
(109%)

50.9%

Registrants at Exec/Senior
Mgmt/Supervision level

24

Registrants from Kansas state &
local government

166

Unique government jurisdictions
represented

\$20,000

Program investment (FY27 SLED marketing budget)

~\$92

Cost per marketing qualified lead (218 registrants)

Registration & Engagement

Metric	Total
Qualified registrations — e.Republic promotion	203
Additional registrations — Tanium promotion (social + sales outreach)	15
Total registrants (109% of 200 target)	218
Viewed live	61
Viewed on-demand	19
Total unique viewers (live and/or on-demand)	78 (35.8%)
Registered, did not view	140
Live Q&A questions submitted	5
Post-event survey responses	9

Webinar Promotion — Social Performance

Posted from the Tanium Public Sector LinkedIn page, this [promotion](#) helped contribute directly to the 15 registrants generated through Tanium’s own outreach:

3,668

Impressions

151

Engagements (4.1%)

82

Clicks (2.2% CTR)

Metric	Result
Reactions	49
Comments	2
Reposts	18
Page viewers from post	7
Followers gained	1

Engagement included direct advocacy from within Tanium’s own ranks — both Claire Bailey, the session’s featured speaker, and Tom Rigamonti, Jr., Director of Strategic Accounts, commented personally to drive attendance, rather than the post relying on organic reach alone.

At 4.1%, engagement ran roughly 1.5x above the 2.7% government-industry average LinkedIn engagement rate ([Hootsuite, 2026](#)).

Audience Value: A Peer-Credible Story Pulled in a Peer-Heavy Audience

Featuring a sitting state CISO measurably changed who showed up. Decision-maker seniority reached 50.9%, and 24 of the 218 registrants — 11% of the entire audience — came from Kansas state and local government itself, including the Kansas Bureau of Investigation, the Kansas Judicial Branch, Sedgwick County, and the cities of Wichita and Topeka. Peer agencies inside Kansas showed up to hear their own state’s CISO, on top of the out-of-state audience the topic was built to reach.

Audience Metric	Total
Unique jurisdictions represented	166
Combined jurisdiction IT budget represented	\$23.7B
Logged IT opportunities, trailing 12 months, across those jurisdictions	4,352
Combined jurisdiction population represented	~69.4M
Registrants from Kansas state & local government	24 (11%)
Registrants in an IT job function	181 (83%)

Figures are deduplicated to one record per jurisdiction (using e.Republic’s underlying jurisdiction ID) to avoid double-counting shared state-level budget across multiple agencies within the same state.

What the Audience Told Us

Post-event survey responses reinforced the peer-credibility angle directly. Several out-of-state respondents said outright that they attended specifically to see how another state was handling cybersecurity modernization — not to learn about Tanium’s product. One Kansas-based respondent, from a school district within the state, said they attended to understand what their own state government was doing on cybersecurity. A handful of respondents described active research tied to an upcoming project rather than general learning, including one from a county health department.

Live Q&A carried the same practitioner-level tone: attendees asked pointed operational questions, including how Kansas prevents patch-related outages while still hitting hours-scale patch compliance, and what challenges remain

even after automation is in place. These questions were aimed at Godfrey's actual experience, not at Tanium generically.

PARTNERS

Tanium: Program led by Andrew M. Scott (Sr. Content & Digital Strategy Manager, Public Sector), who recruited John Godfrey to headline the program. Joseph Dain, Customer Success Manager, and Tyler Waggenseller, Director of Strategic Accounts for Kansas, supported coordination on the Kansas account. Claire Bailey (Chief Government Strategist) served as featured speaker.

State of Kansas: John Godfrey, Chief Information Security Officer, Kansas Office of Information Technology Services, served as the featured customer and primary storyteller.

Government Technology / e.Republic: Promotion, registration, and lead generation partner; primary contact Christine Jonas, Senior Content Delivery Manager. Morgan Wright, Senior Fellow at the Center for Digital Government, served as moderator.

MEDIA — WEBINAR LANDING PAGE

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WEBINAR government technology

Reimagining Cybersecurity Workflows with the State of Kansas

Overview

WATCH NOW

Cybersecurity teams across the public sector face a shared challenge: legacy workflows that weren't designed to manage today's complex and rapidly evolving threat landscape. Traditional approaches require more time, more people, and more resources -- yet still leave critical gaps.

In this webinar, we explore how government agencies are modernizing and strengthening their security operations. By combining real-time endpoint visibility with intelligent automation, IT and cybersecurity teams can reimagine how they manage assets, prioritize vulnerabilities, and respond to threats.

You'll hear directly from John Godfrey, CISO of the State of Kansas, who led a transformation of cybersecurity and IT operations across more than 40 state agencies. His team's shift to automation aligned to enterprise governance frameworks has enabled real-time incident response, accelerated patching, and upgrades, and strengthened audit readiness -- all through smarter automated workflows.

What You'll Learn:

- Why real-time visibility and automation are critical enablers for modern cybersecurity in government
- How to rethink legacy workflows to improve speed, visibility, and control
- How real-time data and automation can reduce manual overhead while supporting scalable, risk-based response

Speakers



John Godfrey

Chief Information Security Officer, Kansas Office of Information Technology Services

John Godfrey is the Chief Information Security Officer (CISO) for the State of Kansas, appointed by Governor Laura Kelly in February 2024 to lead the Kansas Information Security Office (KISO). He focuses on implementing statewide cybersecurity strategies, enhancing resilience against threats, and managing AI-related security policies.



Claire Bailey

Chief Government Strategist, Tanium

Claire Bailey is the Chief Government Strategist at Tanium, supporting the company's North America Government business. Her more than 41 years of experience includes driving modernization, security, and transformation initiatives for federal, state and local governments, in both private and public sector leadership roles. Some of her most prominent positions include serving as Chief Technology Officer for the State of Arkansas, and several industry vice president and director roles at Veracode, KWR Strategies, and Compuware, among others. Bailey's contributions to public service and innovation have earned her honors and recognition from several institutions including the Governor's Quality Award (Arkansas), Government Technology, StateScoop, and the Arkansas Academy of Computing.



Morgan Wright — Moderator

Senior Fellow, Center for Digital Government

Morgan Wright is the CEO and Founder of the National Center for Open and Unsolved Cases (NCOUC), a DOJ-funded nonprofit using AI and advanced technology to connect law enforcement with the public on active cases. He developed the concept of operations for OneDOJ, the largest information sharing program inside DOJ that connects 18,000 federal, tribal, state and local law enforcement agencies, and was the lead subject matter expert on the Terrorist Watch List consolidation at DHS. Morgan's landmark testimony before Congress on Healthcare.gov changed how the government collected personally identifiable information. Previously Morgan was a Senior Advisor in the US State Department Antiterrorism Assistance Program, the Senior Law Enforcement Advisor for the 2012 Republican National Convention, taught behavioral analysis at the National Security Agency and spent a year teaching the FBI how to conduct internet investigations. In addition to 18 years in state and local law enforcement as a highly decorated state trooper and detective, Morgan has developed solutions in defense, justice and intelligence for the largest technology companies in the world including Cisco, SAIC, Unisys and Alcatel-Lucent/Bell Labs.

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MEDIA — SOCIAL MEDIA POST


Tanium Public Sector
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Cybersecurity teams across state government are managing increasing complexity—more endpoints, more data, and more threats—often while relying on fragmented tools and manual processes.

That's why we're pleased to support **Government Technology**'s upcoming webinar featuring **John Godfrey**, CISO for the **State of Kansas**, as he shares how Kansas is reimagining cybersecurity operations across more than 40 state agencies, including how the state is improving **#assetvisibility**, prioritizing vulnerabilities, and strengthening response workflows across its environment.

Godfrey will be joined by **Tanium's Claire Bailey**, as well as **Center for Digital Government** Sr. Fellow **Morgan Wright** moderating the conversation. Join us for an exciting discussion to learn how state governments can move beyond siloed security tools toward more unified visibility and automated cybersecurity workflows!

 March 24
 3 pm ET | 2 pm CT | 1 pm MT | 12 pm PT
 Register here: <https://lnkd.in/gKYWwSRu>

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  18

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Claire Bailey  · 1st 6mo ...
 Working with Federal, State and Local Governments to secure and improve ...
 Absolutely looking forward to hearing **John** share the incredible work he and his team are doing to drive secure innovation and efficiency for the State of Kansas!
 Love  2 | Reply


Tom Rigamonti, Jr.  · 1st 6mo ...
 Director of Strategic Accounts at Tanium
 Definitely one to put on your radar and tune in...!
 Love  1 | Reply