

# Kate Heath

SVP, Marketing & Communications



Kate Heath serves as SVP of Marketing and Communications at Certus Core, where she orchestrates the brand's evolution and amplifies its voice across all channels — from crafting compelling narratives that highlight the value of IBIS™ for customers, to building meaningful relationships with key stakeholders throughout the defense-tech ecosystem.

Kate brings over 20 years of experience spanning Fortune 100 corporations, federal consulting, and defense industry strategy — with early roots on Capitol Hill as a U.S. Senate staffer. She went on to serve as a Senior Consultant at IBM Global Business Services, where she supported strategy and change management engagements for U.S. Customs & Border Protection and NASA, building early familiarity with the operational and procurement realities of federal agencies.

She then spent seven years at Boeing Defense, Space & Security (BDS) in a series of progressively senior strategy roles. As Chief of Staff to the SVP of Global Sales and Marketing, she drove enterprise-wide initiatives and served as a thought partner to executives on customer engagement and growth priorities. She later supported Boeing's Chief Data Analytics Officer as Strategy Lead for the BDS Data Analytics organization — developing next-generation service concepts leveraging advanced modeling and simulation, AI, and augmented reality, while leading teams to assess customer demand, market position, and M&A opportunities. During this time, she also served as the U.S. Representative and Vice Chair on a NATO Industrial Advisory Group study on the adoption of big data, contributing to alliance-level thinking on data strategy and emerging technology.

Following Boeing, Kate held senior marketing and strategy roles at Walmart eCommerce and Instagram (Meta), where she managed a \$100M+ marketing budget and served on the CMO's leadership team. She currently also serves as the Marketing & Brand Strategy Coach at Tampa's Embarc Collective, advising 150+ tech startups on positioning and go-to-market planning.

Kate holds an MBA in International Business from George Washington University and a BA in Public Policy Studies from Duke University. She is a board advisor to Nurturing Minds, supporting girls' education in Tanzania, and a Community Organizer with One Million Cups.

