

KIRON ANDERSEN

DIGITAL MARKETING MANAGER

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Kiron Andersen is the Digital Marketing Manager for Peoples Company. He brings over 25 years of experience in website strategy, SEO, content creation, and video production. He's spent his career helping organizations improve their digital presence, tell better stories, and connect with their audiences.

Before joining Peoples Company, Kiron worked at EveryStep, focusing on SEO, content development, and accessibility. At Hy-Vee, he managed e-commerce content and used data to improve online performance. Earlier, he spent nearly a decade with the Big 12 Conference, leading digital strategy, growing the brand's online reach, and launching the digital network.

Kiron enjoys working across teams, finding creative ways to solve problems, and building digital content that's both useful and engaging.

Outside work, you'll find him tinkering with home automation, helping at random sporting events, or hanging out with his family, and their two cats.