

SUMMIT TRACK



Product Marketing & Cybersecurity Perspective

Position cybersecurity products by converting complex technical features into compelling customer value.



Embed Analyst Interactions In Your Marketing Roadmap

Joseph Blankenship
Vice President, Research Director
at Forrester Research

CISO Series Game Show

David Spark Producer/Host at CISO Series

From Unknown to Unavoidable: How to Position, Campaign, and Launch Your Way to Market Leadership

Andrea Bailiff-Gush VP of Marketing at Stealth



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Product Marketing & Cybersecurity Perspective

How to build a product marketing operating system with Claude

Eran Kinsbruner VP of Product Marketing at Checkmarx

How to win over sales

Umang Barman Sr. Director of PMM at Zscaler

Nobody told me I would be co-parenting a product in enterprise cybersecurity

Saikrishna Chavali Product Marketing, Ex-Cloudflare, Proofpoint, Veracode

One Guitar. One CISO. Your Questions.

Yonesy Núñez CISO at Surf AI

Orchestrating Outcomes: How product marketing needs to evolve to support AI-first buyer's journeys

Ashish Malpani Head of Product and Alliances Marketing



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Our Messaging Was Outdated Before We Finished Writing It.
So We Built a Living Messaging System.

Brendan Hann Senior Product Marketing Manager at Snyk

Selling AI with Confidence:

Understanding the impact of AI Governance, Trust and ISO 42001

Varun Prasad Managing Director, Third Party Attestation at BDO USA

The Death of Feature Marketing: How AI Forces Cybersecurity PMMs to Become Category Architects

Hitendar Sethi Director Product Marketing, AI Security at Palo Alto Networks

When Buyers Don't Believe Your Marketing, They Read the Docs

Beatriz Datangel Rodgers Head of Product Marketing at Root



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