

SUMMIT TRACK



Brand / Comms / Public & Analyst Relations / Social Media

Elevate your brand using social channels, compelling narratives, and media relations.



From Social Media to CMO: Why your social lead is the next marketing leader

Jacqui Morgan
Head of Social + Brand at CoreWeave

Behind the Rebrand:

Leading Through Chaos, Conviction, and Cat Herding

Alicia diVittorio Global Head of Corporate Marketing at Silverfort

Cybersecurity Marketing:

Where Everything Is Important and Nothing Stands Out

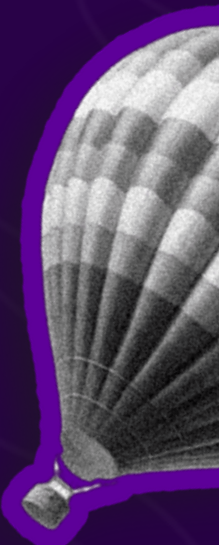
Yehuda Cagen Head of Marketing at Rainscales

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From Scrappy to Serious:

Maturing Your Startup Brand Without Losing Your Edge

Alex Yakubov VP of Marketing at Terra Security

Make Them Laugh, Then Make Them Buy

Madeline Lawrence CGO at Aikido Security

Marketing to people who think marketing is beneath them

Amy Heng Head of Marketing at Straiker

Points for Creativity:

A Roller Derby Workshop for Cybersecurity Marketers

Bronwen Hudson Marketing Lead and Director of Vibes at Reveal Risk

Spokespeople GPTs: Using AI for Speed, Not the Final Say

Jocelyn Disque Vice President at Touchdown PR

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The Cybersecurity Newsroom: How OX Security Built a Category-
Defining Brand Through Earned Media

Idan Gol CMO at OX Security

The Human MOAT: Building a Personal Brand in the Age of AI

Becca Chambers Chief Marketing Officer at Scale Venture Partners

The Ultimate Lead Magnet:

How to Publish a Book In-House on a Shoestring Budget

Valerie Worman Head of Marketing at Monad

Your Brand Reputation's Attack Surface Has Expanded –

Here's How to Get Ahead of It

Katelyn Holbrook Chief Client Officer at V2 Communications

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