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**MANAGE HR**



# CyberEdge Group

## Unparalleled Cybersecurity Marketing Staff Augmentation



Steve Piper,  
Founder and CEO

Cybersecurity vendor marketing teams face the same harsh reality as the customers they serve—hiring and retaining qualified personnel with extensive industry and professional experience is hard. Really hard. Fortunately, there's CyberEdge.

Founded in 2012, CyberEdge is the largest, most successful marketing staff augmentation firm in the cybersecurity industry, serving about one in every six established security vendors. CyberEdge specializes in placing highly skilled marketing professionals in short- and long-term contract positions with the security industry's top brands. Common roles include product marketing, content marketing, digital marketing, marketing campaigns management, events marketing, graphic design, and fractional CMOs.

There are many staff augmentation firms to choose from, but CyberEdge is like no other. CyberEdge is the only staff augmentation firm that is 100% dedicated to satisfying the marketing needs of cybersecurity vendors and service providers. Its 'A-list' contractors average 15-20 years of experience, have extensive security industry experience, and possess deep cybersecurity subject matter expertise. This means faster ramp-up time and accelerated time to value for CyberEdge's customers.

"CyberEdge boasts the largest pool of cybersecurity marketing contractors anywhere," says Steve Piper, founder and CEO of CyberEdge. "Our contractors are hand-selected for each engagement based on their skill set and subject matter expertise. They always hit the ground running, providing an immediate return on investment for the customers they serve."

With more than 25 years of high-tech marketing experience and a CISSP (certified information systems security professional) certification to boot, Piper knows exactly what he's looking for when interviewing potential new contractors.

"Less than 5% of applicants ever get the chance to serve our customers," says Piper. I'm not only seeking contractors who are talented within their chosen marketing professions, but I'm also looking for deep cybersecurity subject matter expertise, an outstanding work ethic, excellent communication skills, and a hunger to succeed. Nobody ever gets the opportunity to serve our customers without my stamp of approval."

When a cybersecurity vendor approaches CyberEdge with a staff augmentation need, Piper carefully listens to the customer's needs, including expertise requirements, weekly hours preferences, and, if applicable, the preferred geographic location of the contractor. Within two business days, Piper provides one or more resumes of highly qualified candidates for consideration. If the hiring manager is impressed by a resume, Piper introduces them to the contractor to schedule an interview. If the hiring manager is ready to move forward, and the contractor believes they're a good fit, then a statement of work is provided. CyberEdge customers are never asked to sign anything until they've interviewed and selected their preferred marketing contractor.

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Kirby Wadsworth, former CMO of Illusive Networks, understands the value of working with CyberEdge. "Having had prior experience working with CyberEdge, I knew they would have experienced product marketing consultants readily available," said Wadsworth. "It's hard to find independent contractors with the right experience, the right skills, and a healthy work ethic. With CyberEdge, I never have to worry about these things."

Whether a customer is backfilling a recently departed employee, or can't get new marketing headcount approved, or merely wants someone to temporarily cover for an employee out on maternity, paternity, or medical leave, CyberEdge can help. CyberEdge offers flexible contract terms and highly skilled, yet affordable marketing contractors.

CyberEdge is widely regarded as the gold standard for marketing staff augmentation, with customers in virtually every segment of the constantly evolving cybersecurity industry. **IHR**