



Industry: IT Security

Headquarters: New York, NY

Founded: 2014

Employees: 80+

Marketing Staff: 5

Website: www.illusivenetworks.com

“Our CyberEdge consultant helped provide our company with strategic direction and has made thoughtful suggestions on how we can do things even better.”

Kirby Wadsworth
Chief Marketing Officer

Illusive Networks Solves Backlog with CyberEdge Interim PMM

ABOUT ILLUSIVE NETWORKS

Deception is an ancient tactic to shift the balance of power from attackers to defenders by forcing attackers to act on something that isn't real.

Illusive Networks has taken the concept forward by creating an environment that is hostile to attackers. The company's software finds and removes any information that the attacker might use to progress an attack—credentials, connection information, unnecessary pathways to critical systems, etc.—and then permeates the environment with a plethora of deceptive information and artifacts, leaving the attacker no safe choice. Interacting with any Illusive deception results in immediate detection and notification to defenders of the exact location and actions of the attacker. The technology has proven itself against the best ethical hacking teams in the world, including the NSA.

MARKETING CHALLENGES

Chief marketing officers (CMOs) who work for early-stage technology vendors all experience the same indisputable truth—there are never enough resources to get everything done. So, when Kirby Wadsworth, CMO of Illusive Networks, lost one of his two product marketing managers (PMMs) due to retirement and the other due to unexpected medical leave, a backlog of product marketing tasks formed. To meet the needs of his rapidly growing company, and to ensure his sales teams continued to receive a fresh supply of tools and materials, Kirby knew he needed help—and fast.

Hiring, or even contracting with, qualified PMMs who have the right industry experience, professional experience, and subject matter expertise is challenging at best. Thankfully, Kirby had worked with CyberEdge on previous projects. So, he knew exactly who to call.

SOLUTION

CyberEdge listened carefully as Kirby described the qualifications of his ideal Interim PMM consultant, which included:

- Extensive IT security industry experience and subject matter expertise
- Substantial product marketing experience working for technology vendors
- Superior writing skills with an ability to create both business and technical content
- Immediate availability for 20 hours/week, with the option to scale to 30 or 40 hours/week when needed

Within 24 hours, CyberEdge furnished Kirby with resumes of three highly qualified candidates. Kirby felt one, in particular, stood out. After interviewing the consultant, and reviewing a few of his work samples, Kirby decided to move forward with a three-month minimum, 20-hour/week Interim PMM retainer.

“Having had prior experience working with CyberEdge, I knew they would have experienced product marketing consultants readily available. 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.”

– Kirby Wadsworth

RESULTS

Kirby’s Interim PMM consultant hit the ground running, requiring very little ramp-up time. And in the months that followed, his consultant tackled all of Kirby’s product marketing challenges and more, including:

- Refreshed content throughout the Illusive Networks website
- Created content for numerous sales tools (e.g., brochures, white papers, eBooks, and customer case studies) for both business and technical audiences
- Developed content for multiple product-focused press releases
- Helped elevate the company’s messaging and positioning
- Proactively made suggestions for new marketing initiatives

After a short time, Kirby and his marketing colleagues felt like their CyberEdge consultant was part of the team. At times, Kirby asked his consultant to burst from 20 hours/week to 30 or even 40 hours/week, which his consultant obliged every time. Today, almost a year later, Kirby is still working with his same CyberEdge Interim PMM consultant and couldn’t be happier.

WHY CYBEREDGE?

Kirby engaged CyberEdge to provide a highly qualified Interim PMM consultant for a variety of reasons:

- All of CyberEdge’s Interim PMM consultants have extensive industry experience, considerable product marketing experience, and deep subject matter expertise.
- Kirby was able to review multiple candidate resumes, interview his preferred candidate, and review work samples prior to signing anything.
- The minimum Interim PMM retainer duration is only three months.
- After three months, the retainer auto-renews month-to-month without a contract amendment, giving Illusive the flexibility to end the retainer with just 30 days’ notice.
- The minimum commitment is 20 hours/week, but Illusive has the flexibility to burst to 30 or 40 hours/week, as needed, without a contract amendment.

“Our CyberEdge consultant is truly an ‘A player.’ He’s super cooperative and brings a wealth of industry experience to the table.”

– Kirby Wadsworth

Challenges:

- Shortage of PMMs due to retirement and medical leave
- Growing backlog of product marketing initiatives
- Limited bandwidth to satisfy new product marketing requests
- Needed help from an experienced PMM immediately

Solution:

- Contracted with CyberEdge for Interim PMM consultant
- Consultant has 20+ years of IT industry experience
- Consultant has 15+ years of product marketing experience
- Consultant has deep subject matter expertise in IT security
- Flexibility for consultant to work 20-40 hours/week, as needed

Results:

- Consultant assumed ownership of all in-progress product marketing initiatives
- Consultant created high-quality content for website, sales tools, and press releases
- Consultant helped elevate company’s messaging and positioning
- Consultant made helpful suggestions for new marketing initiatives
- Retainer still active nearly a year later and is still going strong

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