

About Ken Rutsky and KJR Associates

Ken Rutsky helps B2B growth company executives in sales, marketing, and the C-Suite to breakthrough, achieve, and grow market leadership in new and existing markets. His clients not only lead, they improve key sales and marketing metrics like leads to revenue and opportunities to close.

Before he launched his consulting practice, KJR Associates, Ken spent 20+ years in B2B marketing operational roles; launching the Intel Inside broadcast co-op program and the Internet's first affiliate marketing program, Netscape Now. Ken has been CMO at several start-ups and ran marketing for the \$500M network security business at McAfee. Ken is the author of Launching to Leading, an instructor on LinkedIn Learning, and the founder of the Cybersecurity Go To Market Dojo, the largest community of cybersecurity marketers in the world.

In the 14 years of his consulting practice Ken's clients – including FireEye, ForgeRock, Nimsoft, and others – have generated over \$14B of shareholder value through IPOs and acquisitions. Ken's practice is a low volume high touch one, and Ken is the sole consultant on 100% of his client engagements.

Ken believes that story matters most, in making the customer the hero of our stories and in telling our stories with consistency, veracity and ferocity through experience and product led go to market programs.

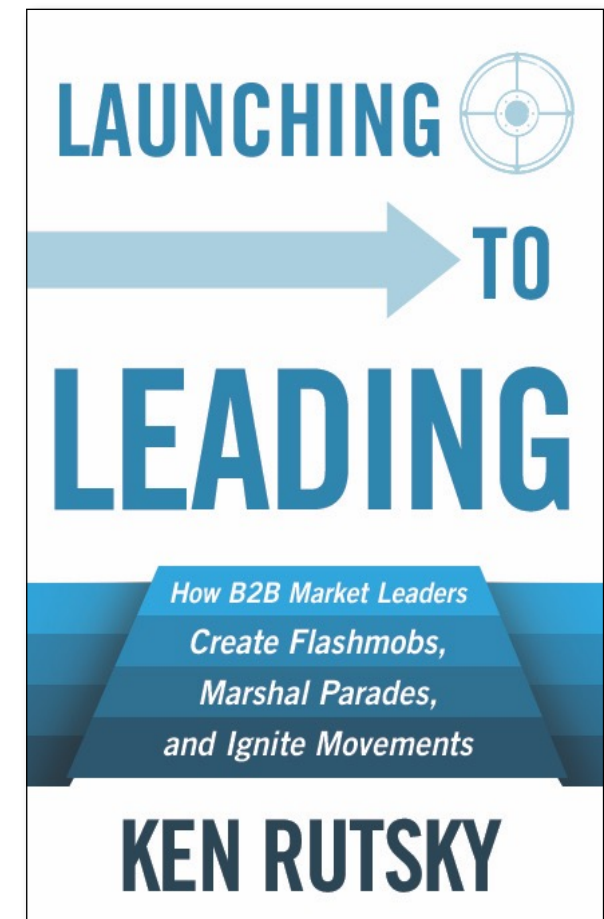
Ken is a husband, a father of four, a avid road cyclist, a youth soccer coach, referee, and league board member, a science fiction and historical non-fiction fan, and a graduate of Northwestern and Stanford.

KEN RUTSKY



About Ken Rutsky

- B2B Tech Go to Market Leadership Consultant, Speaker, Mentor and Advisor
 - Author, Launching to Leading (2017)
 - Author; LinkedIn Learning, B2B Fundamentals-Messaging (April 2018)
- 20+ yr Marketing Exec with Sales and Eng background
- 12+ years in Consulting Practice
- >\$12B + in client liquidity FireEye, Nimsoft, SkyHigh Networks, Merced, Janrain, 3scale, SilverPeak and several \$1B+ private companies
- Venture and PE relationships with Security Leadership Ventures, CyberMentor Fund, Costanoa and others
- Current Advisory Roles: DeepFactor.IO, BassForecast, CyberSN, and Byos.IO



Representative Client Success

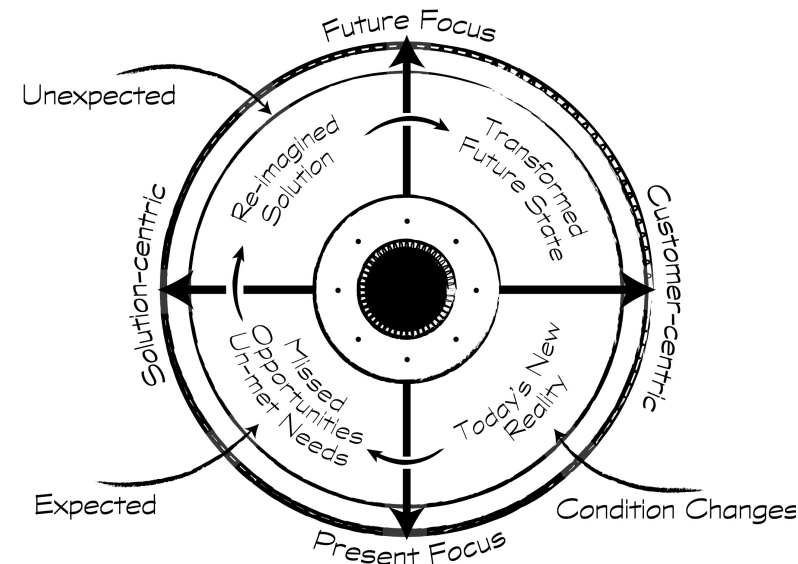
(>\$14B in Liquidity Events)

- IPO - FireEye, ForgeRock
- Accretive Acquisitions - Nimsoft (\$350M), OpenDNS, 3scale, Merced, DMTI Spatial, Skyhigh Networks(\$800M+) , [weblife.io](https://www.weblife.io), Satmetrix, Electric Cloud, SilverPeak, Medigate (\$400M) and others
- Growth Leaders - Jumio(\$1B+ private), ModoLabs, FastSpring, Elevate Security, Axonious (\$1B+ private)
- Early Stage -Banyan Security, DeepFactor, and Byos
- Later Stage and Large Enterprise - Atlassian, Cisco, Sophos, Lee Hecht Harrison

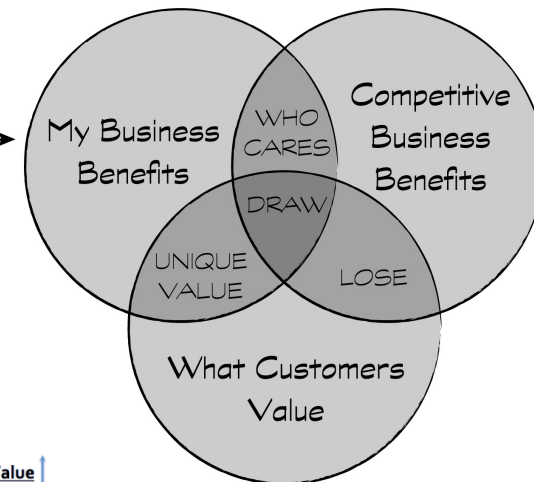
“The process we went through with Ken was transformative. It crystallized the value and uniqueness of our offering to our customers in a way we never expected. ” - Robert Prigge, CRO, Jumio



Proven and Powerful Models and Approach

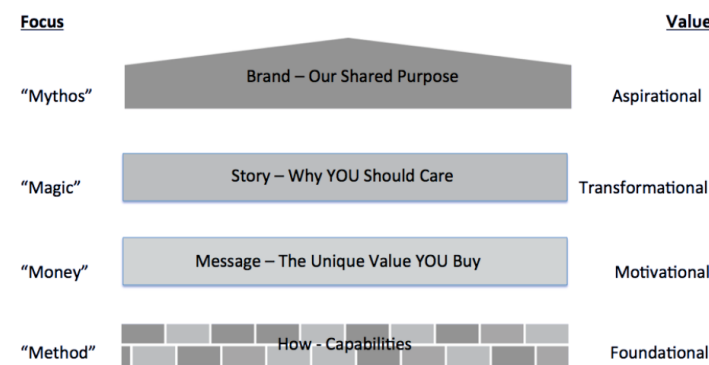


My Features



Competitive Features

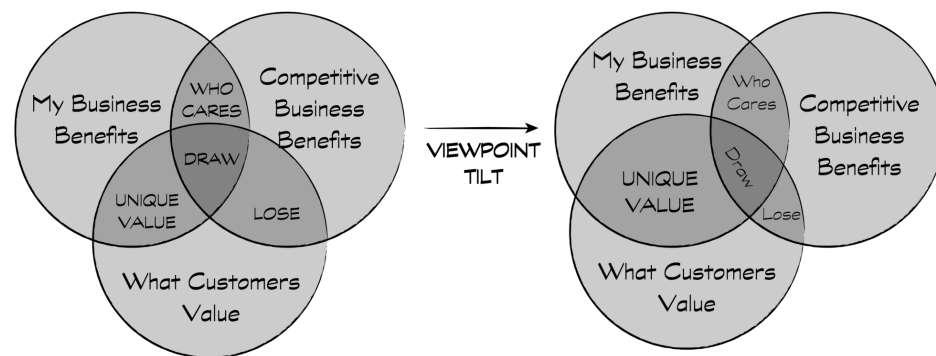
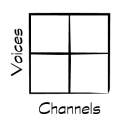
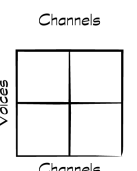
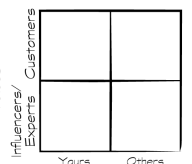
Messaging Hierarchy



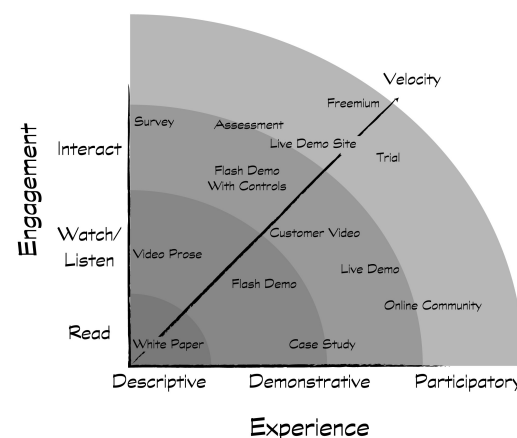
Scale Up For Selling

Core Message

Scale Down For Breakthrough



EXECUTING WITH VELOCITY



KEN RUTSKY



Selected Client Success Stories

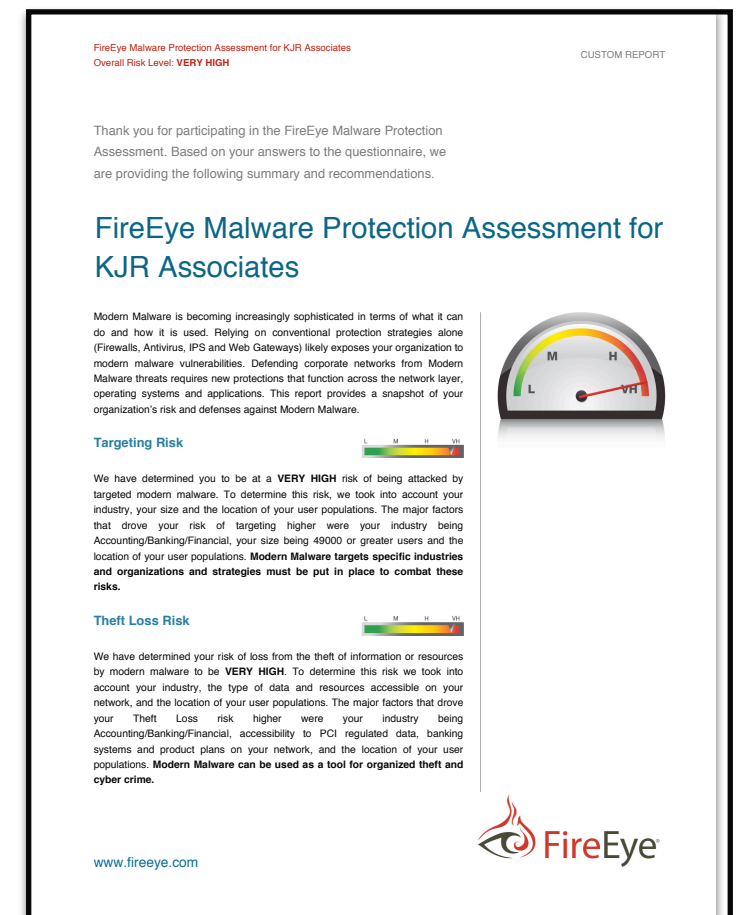
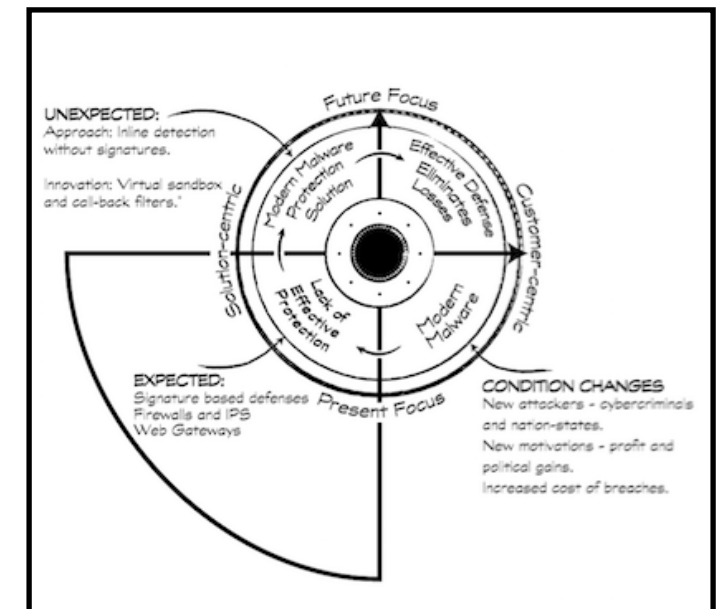
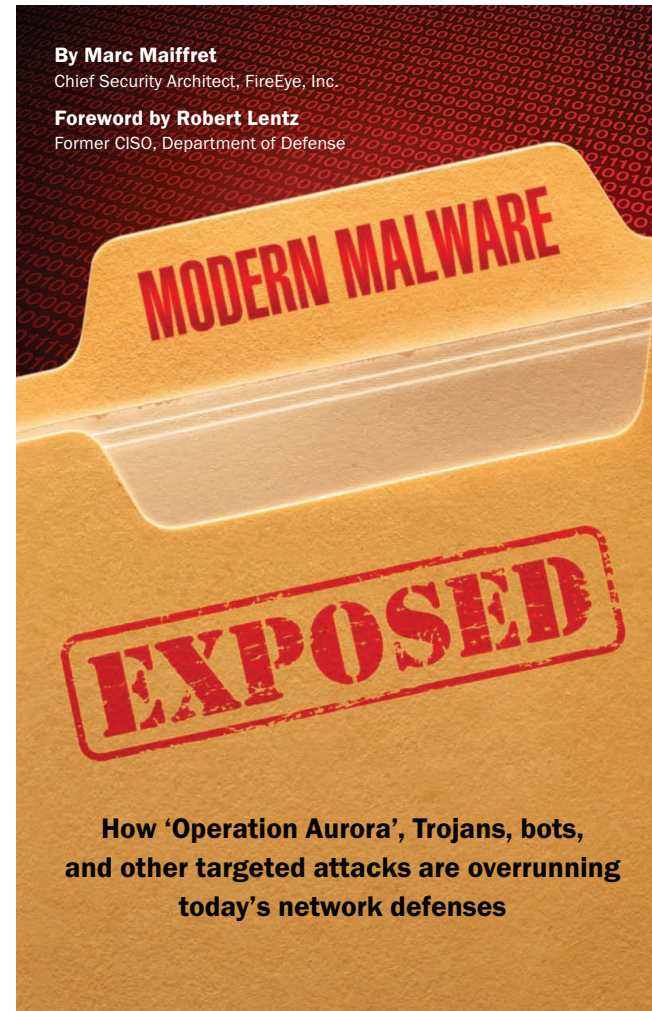
These three success stories are a good representation of the type of work, the high level deliverables associated with the work, and most importantly, the impact of the work that I do. The following 3 pages go into more detail on each of these.

- FireEye - My second client, after our work together their category, market and business exploded, leading to a \$3B IPO
- FastSpring - A PE held company, FastSpring was a 2018-19 client. Since implementing the new story and message, their e-commerce platform business has grown and established new levels of top-line account acquisition and growth.
- Jumio - A repeat client since 2016, Jumio established a category, focused both their message and their roadmap to support that category story, and have exploded into a huge multi 9 figure revenue success and a >\$1B market cap.

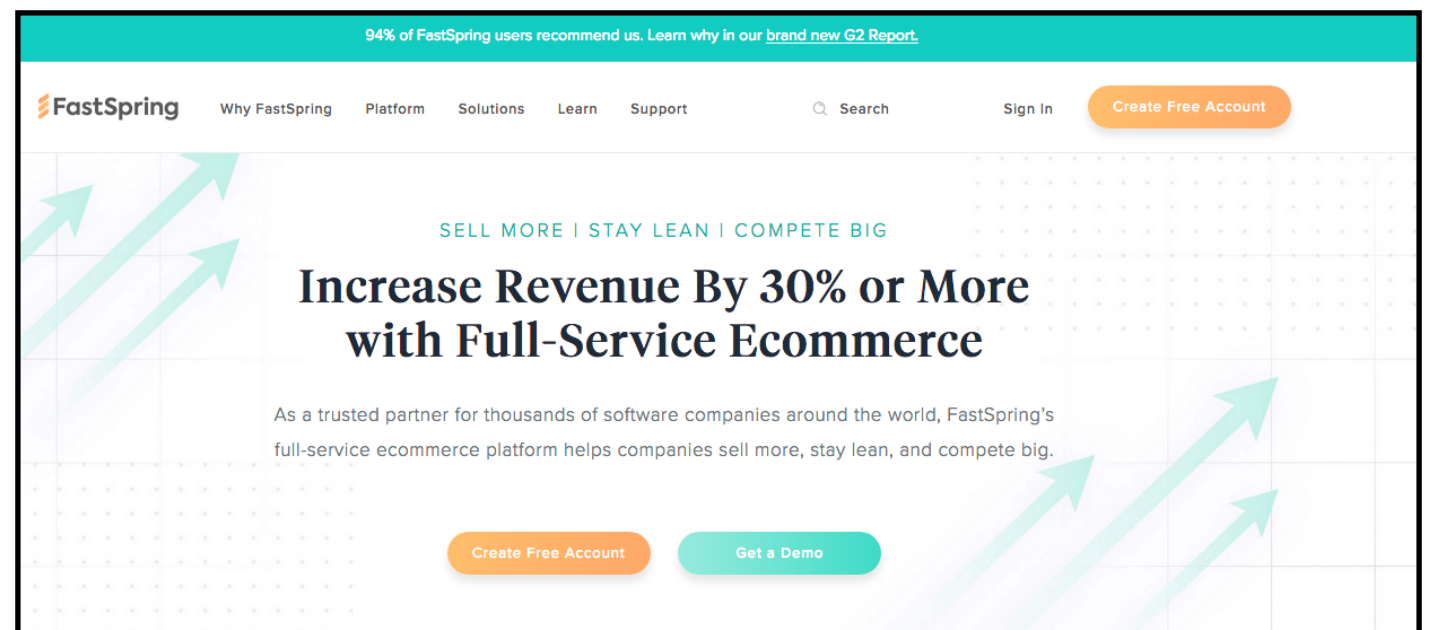
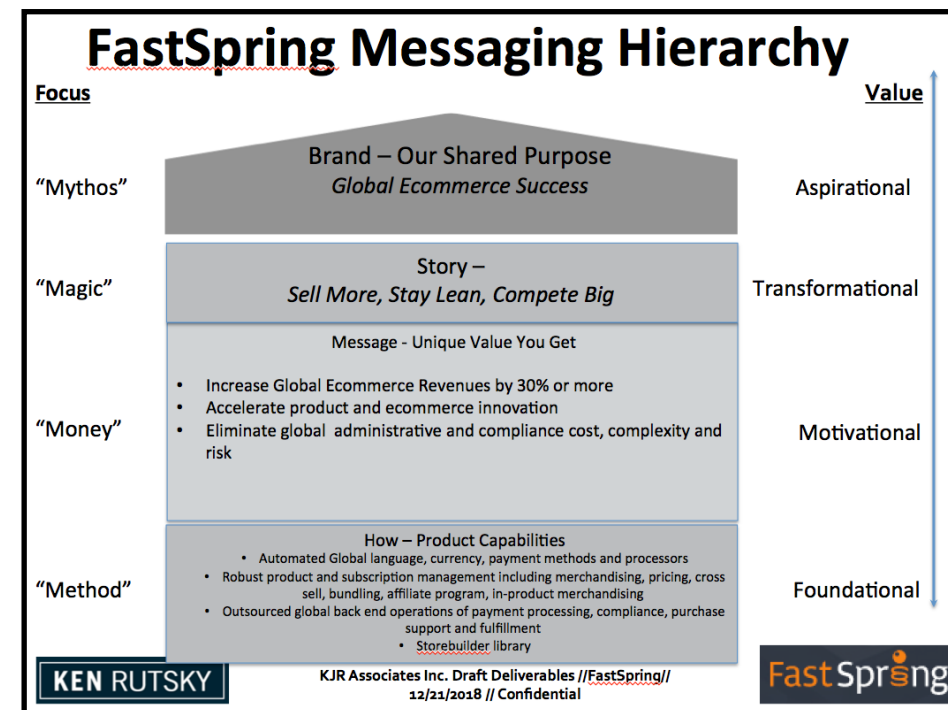




- Situation - Positioned as next gen IPS, low millions revenue, “spinning wheels”
- **Story - “Modern Malware Exposed”**
- Launched at RSA 2010, with integrated sales and marketing program
- Impact -
 - Defined and led “Next Generation/Advanced Malware Protection” category
 - Explosive growth and eventual IPO at 3B+ market cap



- Situation - Broad product portfolio, selling on features with limited feature differentiation
- **Story - “Sell More, Stay Lean, Compete Big”**
- Developed complete messaging hierarchy; new story, value messaging and brand platform; rolled out first to sales and then with brand and web redesign in Summer '19
- Impact - “Significant” revenue and Pipeline growth. Alignment behind a “Powerful and inspiring customer centric story and message”.



"The sessions Ken led and the work he did for us was incredibly impactful in helping us shape the business into what it is today" - Sara Botoroff, CMO

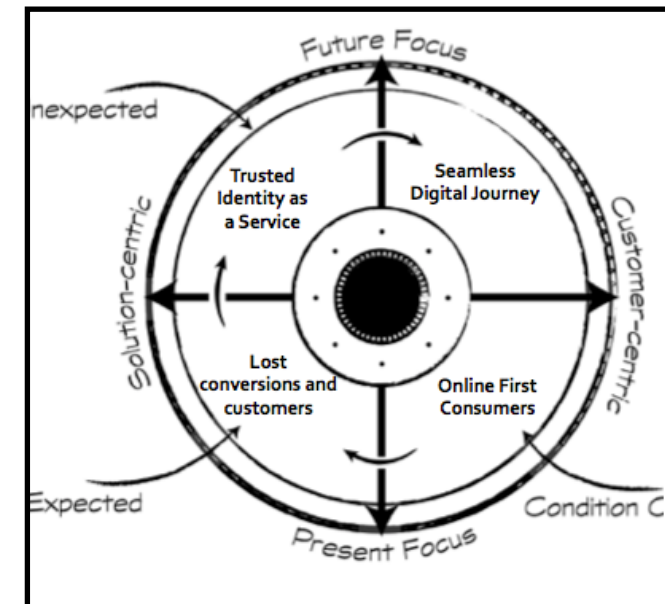


- Situation - Poorly differentiated, scattered product line, not breaking through, flattening growth

● Story - “Trusted Identity as A Service”

- Full narrative development and product value mapping and sales training and rollout of new messaging platform

- Impact - Focus and dramatic growth of top line revenues. Established Identity Verification category definition, first mover advantage and leadership



Jumio Netverify						
Value Prop	Jumio Netverify Trusted Identity As A Service allows providers to efficiently and effectively verify consumer's real world identity in order to safely and seamlessly deliver their product or service experience. Netverify...					
Core Pillars	Maximizes transaction completions and customer conversions	Delivers a seamless brand and user experience to consumers	Deters and eliminates fraudulent transactions	Scales globally across all channels and geographies	Eliminates escalations, delays and customer support costs	Stores and secures your customer's most valuable data
Full Statement	Netverify maximizes your transaction completions and customer conversions by returning an approval or decline 100% of the time, without interrupting the user's experience. No clients are left in limbo or waiting for a decision, so good customers are not turned away or forced to wait for unnecessary escalation processes.	Netverify can be seamlessly integrated into your user experience, and designed to be easy to use and fully branded by you. This keeps the customer engaged with their experience and your brand, without inserting any offline processes or 3rd party brand.	Netverify deters fraudsters from attempting to represent a false identity and catches them when they do. Because Netverify puts a credible and hard to deceive process in place, fraudsters move on to easier targets or fail to fool the system.	Netverify is a truly global and omni-channel service. It is the only Identity Network you need to verify IDs from all countries you do work in and across Web, Mobile, Kiosk and even in person channels. It supports thousands of different government issued IDs across over 100(?) countries, and both its technology and identity experts can verify all the identities that you need to.	Netverify eliminates large amounts of escalations, delays and associated customer support costs. Because Netverify always gives you an answer, far fewer transactions need to go to support teams for further investigation and processing. Netverify's experts turn good IDs with poor quality into yeses and turns high quality fraud attempts into rejections.	Netverify stores the ID captures in its secure and protected global infrastructure and allows you to access it only when you need to. This dramatically reduces your risk of the loss of this data, and eliminates the cost you'd need to take on to protect it.
Bullets	<ul style="list-style-type: none"> •Maximize transaction completions and conversions •Delivers a yes or no 100% of the time in the flow of user experience •Eliminates unnecessary escalation, customer support costs processes and delays •No more consumers left in limbo 	<ul style="list-style-type: none"> •Delivers a seamless and easy to use user experience •Integrates directly into your user experience •Fully branded by you, no other brands inserted 	<ul style="list-style-type: none"> •Deters fraudsters from attempting to defraud you •Eliminates successful fraud attempts •Catches deception and ID manipulation attempts 	<ul style="list-style-type: none"> •Truly global services works across time zones, geographies and languages •Supports all mobile, web, kiosk and in person channels •Supports all government issued IDs in over 130 countries 	<ul style="list-style-type: none"> •Eliminates no decisions •No more delays and customer support costs of "Indeterminates" •Turn poor quality legitimate ID captures into yeses •Turn high quality fraud attempts into rejections 	<ul style="list-style-type: none"> •Stores all ID captures in a secure, PCI compliant infrastructure •Eliminates your risk and expense of secure and compliant storage •Supports local data segregation for compliance
Key Features	Facematch ID Experts Language support Advanced image capture Auto detect ID edges Sub-optimal image support	Color customization Editable Texts API integration option Option to remove Jumio branding Seamless iFrame integration	Facematch ID Experts Biometrics Data driven validity checks Computer Vision	IDs from over 200 countries Up to 12 different types of IDs per country 24/7/365 results within the consumer journey Omni-Channel	100% determination on all supported, readable IDs Expert reason system to help users who provided something unreadable Human ID Experts	PCI compliant Secure and compliant storage of data Flexible data retention periods Datacenters in different jurisdictions
Customer Pain Points	<ul style="list-style-type: none"> •Customers who must wait convert at much lower rate •Keeping users moving through transaction critical to success •Must pass this "gate" to be compliant, without that, no transaction can be done •KYC requirement 	<ul style="list-style-type: none"> Hard to maintain a proper CI with third parties involved. Difficult to extend trust to a third party Breaks in user flow or (even worse) online to offline ruin conversion rates 	<ul style="list-style-type: none"> Incumbent fraud protection tools create too much friction and lead to conversion loss Too high costs to control fraud and be able to scale effectively 	<ul style="list-style-type: none"> Can't go truly global without a proper fraud control that works everywhere. Having different fraud solutions for different geographies creates a lot of overhead and additional cost. 	<ul style="list-style-type: none"> Incumbent solutions and competition very often can't verify a person creating a lot of extra support handling around onboarding of a new end user. 	<ul style="list-style-type: none"> Secure and compliant storage is hard to do and costly. If no storage is required, the data exposure needs to be minimized.

“The process we went through with Ken was transformative. It crystallized the value and uniqueness of our offering to our customers in a way we never expected. It has changed not only the way we talk about our service, but the way we think about it and our priorities going forward.” - Robert Prigge, CRO, Jumio