



Achieving Breakthrough Security Messaging



Representative KJR Security Clients Have Included:

- *FireEye*
- *Sophos*
- *Skyhigh Networks*
- *Weblife.IO*
- *Jumio*
- *Forcepoint*

The KJR Difference

Create Market Leadership

KJR's Breakthrough™ positioning and messaging models are proven to deliver breakthrough, differentiation and leadership

Rapid Time to Value

Ken's wide range of security experience lets him come up to speed nearly instantly and his collaborative workshop driven process minimizes your time commitment while maximizing quality of results

Flexible Engagement Model

Partnering with KJR is fast, easy and flexible. KJR is nimble and adaptable to meet your business needs and terms

Does your message seem lost in the crowd? It's no wonder given the tremendous number of new market entrants and solutions, start-ups, and established vendors fighting to break through the noise, establish market leadership, and grow demand and revenues. Ken Rutsky, industry veteran and founder of the Cybersecurity Go To Market Dojo, has a proven track record of positioning IT Security products and services for revenue and valuation growth.

Ken's Breakthrough Marketing framework, described in his best selling book *Launching to Leading*, is proven to deliver value by creating market leadership and accelerated revenues. Breakthrough Marketing is built to help you overcome the 3 biggest challenges of IT Security Marketing today; Skeptical self-driven buyers, Information overload, and Solution proliferation. KJR helps leaders create and implement an integrated brand, category, product and technology messaging platform that lets cybersecurity vendors:

- Stand out and be noticed in today's crowded markets
- Create, influence, and accelerate buying cycles
- Establish and grow product, category, and market leadership

Join the Cybersecurity Go To Market Dojo:

- **CONNECT** with fellow marketing, sales and business development leaders
- **NETWORK** with influencers, experts and service providers
- **LEARN** the newest best practices, innovations and ideas
- **STAY INFORMED** about the latest meetups, news and events



www.gotomarketdojo.com