Ilan Vagenshtein

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Product marketing leader who helps cybersecurity and AI companies turn complex technology into a story buyers understand, trust, and choose. Brings a three-sided view of B2B tech: vendor (LockThreat, Recorded Future, Trellix), service provider (Head of Global Marketing at oXya/Hitachi, revenue 2X+ to $150M+), and enterprise (EMC's global SAP alliance lead). Expert in positioning, messaging, GTM strategy, sales enablement, and AI-powered marketing operations, and a hands-on leader who builds strong partnerships across Product, Sales, and executive teams.

EXPERIENCE

LockThreat 2026

LockThreat is an AI-native platform unifying AI governance, AI security, cyber compliance, and enterprise GRC, trusted by a Big-4 firm, a major U.S. city, and a global insurance broker.

Head of Product Marketing, Sales Enablement & Content

Recruited as sole product marketer, owning positioning, messaging, content, sales enablement, and analyst relations. Built an AI stack to deliver the output of a 2-3 person team without adding headcount.

- Led LockThreat's strategic repositioning from enterprise GRC to AI-native governance and security, co-developing the "GRC 3.0" framework and platform narrative across all three product layers, based on a 13-vendor competitive study. Defined messaging for multi-layer AI threat detection, pre-release attack testing for AI agents, and real-time blocking of prompt injection and data leakage.
- Designed and built a proprietary AI Sales Self-Service tool that interviews reps about an active account and generates deal-ready one-pagers, presentations, competitive comparisons, and email responses on demand. Empowered Sales and cut turnaround time from days or weeks to minutes.
- Mined HubSpot deal and discovery data to rank the technical objections stalling pipeline, then built a use-case-driven technical webinar series targeting them, validated against Verizon DBIR benchmarks.
- Authored buyer-education eBooks used as campaign and sales assets, including *The Enterprise GRC Buyer's Guide* and *Enterprise GRC Platform or Compliance Tool?*
- Co-managed analyst relations, including Gartner engagements, to build category awareness, validate platform capabilities, and track shifting enterprise buying criteria.
- Ghostwrote thought leadership and executive presentations for the CEO, CTO, CMO, and CRO; set editorial and readability standards for all public content.

MARtegic 2022 - 2025

MARtegic provides fractional CMO & product marketing consulting services to clients with a focus on the B2B tech sector. Specific emphasis in cybersecurity, AI, and cloud computing.

Founder & CMO

Sample customers:

Recorded Future, *Sr. Product Marketing Consultant*
Strategic messaging project for this leading cybersecurity vendor's entire line of products and solutions.

Aerospike, *Sr. Product Marketing Consultant*
Product marketing consulting project for a real-time database vendor, focused on content (solution profiles, blogs, explainer videos, presentations, and more). Explaining highly complex technology in a way that economic decision makers can understand.

Trellix, *Sr. Product Marketing Consultant, Data Security / DLP*
Product marketing & sales enablement consulting project for a leading cybersecurity vendor, with a focus on messaging, to support their FY2023 Sales Kickoff. Creating & updating core messaging framework & content to serve company's Sales & Marketing efforts.

Cyral, *Sr. Product Marketing Consultant, Data Security*
Wrote messaging framework & master thought leadership story, customer case studies, blogs, and more.

oXya, A Hitachi Group Company 2015 - 2021

oXya is a managed cloud services provider serving ~400 global enterprises. During tenure it was the fastest growing business within Hitachi's Information Systems & Telecom division with 800+ employees, >$150M revenue, and consistent double-digit annual growth. oXya provides a combination of hardware, software and services for SAP customers.

Head of Global Marketing (Product Marketing, Content, Field Marketing, Demand Gen)

Initially joined in a contract role two months after Hitachi's acquisition to support oXya's transition to Hitachi, and accepted CEO offer in early 2016 as Head of Global Marketing to build a global organization from scratch. Managed global marketing budget and was responsible for planning and execution across marketing activities during rapid revenue growth.

- Global revenue growth >2x during tenure, from $70M to >$150M; Americas growth >4x, from $12M to >$50M.
- Partnered with Sales on activities to build pipeline and support rapid growth, including a North America roadshow, webinars, tradeshows, and online lead generation (via website, LinkedIn, etc.).
- Led marketing and messaging strategy to reposition oXya as a leader in public cloud-based services. Drove content development, social media campaigns, and tradeshows, resulting in oXya being named Google Cloud global "Partner of the Year" for 2020 in the SAP Specialization category.
- Unified oXya's brand by consolidating seven inconsistent legacy websites in multiple languages into one modern site; set the strategy, selected vendors, and wrote or directed new content (videos, case studies, white papers).

MARtegic 2013 - 2015

Founder & CMO

EMC Corporation - Hopkinton, MA 2009 - 2013

Sr. Product Marketing Manager (Global SAP Marketing Lead)

Several product marketing roles of increased responsibility, the last one of which was leading EMC's global product marketing & marketing alliance with SAP, a major partner. Prior to that led product marketing on Intel-related products, and before that product marketing supporting EMC's Microsoft & SAP practices.

- Developed and executed messaging, positioning, launches, campaigns, training, social media, press and analyst activities, and field / customer-facing events.
- Planned and executed a global roadshow that generated ~$100M sales pipeline, exceeding goals by >40%.
- Won the "Excellence @ EMC Award" for marketing partnership work done with Intel.

Media-Tec Public Relations & Communications - Giv'atayim, Israel 1997 - 2007

Media-Tec was a boutique MarCom firm that consulted to technology companies.

Founder & Managing Director

Drove strategic planning, execution, marketing, finance, operations, hiring, and coaching of a seven-member team.

Sample customers:

- Check Point Software Technologies: Consulted to C-suite on international PR and IR activities. Created collateral.
- Forrester Research: Managed Israeli marketing including PR, seminars and conferences.
- Security-7 (cybersecurity startup): Led global PR from startup's inception until acquisition by CA.

EDUCATION

MBA (Concentrations: Technology, Marketing, Entrepreneurship), F.W. Olin Graduate School of Business, Babson College
LL.B in Law, Ramat-Gan Law College - Ramat-Gan, Israel

ADDITIONAL INFORMATION

Languages: English, Hebrew
Toastmasters 'Advanced Communicator Gold'
Hobbies: Rowing, basketball, writing, photography, cooking, animals