CYBER VENDORS · PRODUCT MARKETING

Almost everything is the same. Two things aren't.

Judge a vendor by what actually varies, not by the org chart.

THE SAME EVERYWHERE

Revenue and profitability above all

The same buyer budgets and wallet share

The same market moments and headlines

PMM, Demand Gen, Creative, Events, AR

Regional sales plus sales engineers

A CRO, a CMO, and tension between them

The same show floor at RSAC

Knowing this saves you months at a new vendor.

WHAT ACTUALLY DIFFERS

Ownership

Public: structure, quarters, 25 people on a call.
Private: speed, instinct, confusion.

Culture

Set by the founder, the funding and the leaders —
never by a values poster or a quarterly offsite.

Companies live and die by the quality of their leaders.

Before you take the job, or map the competitor: the org chart tells you almost nothing. These two tell you everything.