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THE DEVOTO GROUP, INC.

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Executive Search Built on Relationships

September / October 2024

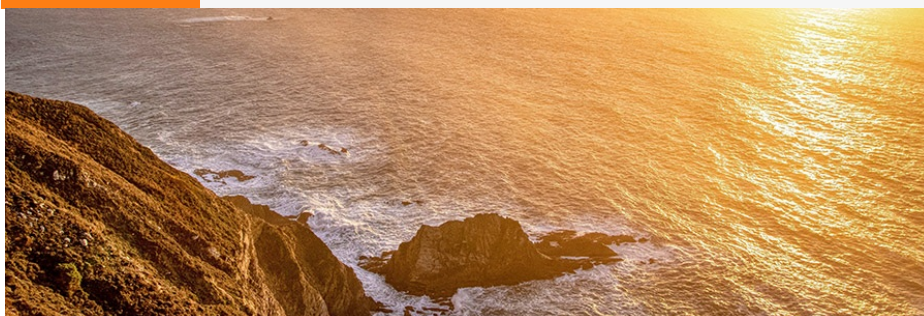
## Greetings from The Devoto Group!

The Devoto Group will continue to assist our clients in filling key roles in marketing, product management, and sales/sales engineering at all levels.

Our focus will remain with innovative, fast-growing clients in the AI, Security, Cloud and Networking sectors. AI is an area we will give special attention.

Our Discussion of AI Continues!!

### WHAT'S NEW



## Announcements, Articles, New Information

### Message from Jeff Devoto, Managing Director of The Devoto Group!

I asked Sukesh Garg, who has been advising The Devoto Group for several years, his thoughts on the importance of AI — specifically when it comes to network security. Here's what he had to say:

"On average, these are the areas where security teams struggle the most - security operations, vulnerability management, governance, risk and compliance, and hardening the infrastructure, application and data security posture.

While AI may bring its own set of unique challenges such as AI hallucinations and potential data leaks, it is expected that AI will augment security teams to use automation to cover repetitive work/preventable security incidents, and accelerate responses to threats, thereby driving up the overall enterprise security posture."

Investments into AI, networking, security, and the cloud continue as we see many of our clients getting additional funding from the Venture firms or being acquired by private equity firms.

Our customers continue to hire at a brisk rate and need to fill key positions especially in the areas of marketing, product management and sales.

With the intersection of security and AI technologies we have our pulse on the market and talent in these areas to offer.

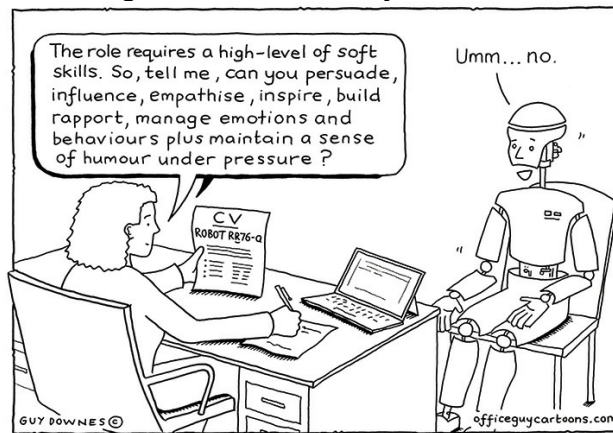
Let The Devoto Group help you find the AI talent you desire.

We have assisted -- typically smaller, up-and-coming technology companies -- to fill critical roles such as C-level (CPO, CRO, CMO) as well as VP and Director positions. Or, if you need a PM or a Sales Engineer to get you to the next step, our database can locate a good one for you.

We typically learn from our clients and placements to help us to best serve this in the future. We would welcome your feedback.

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#### A great cartoon from Guy Downes ...



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#### Netskope and Generative AI

Netskope is a client we have served recently, finding them a key product marketing executive for their marketing team. See this [recent](#) piece from Netskope that talks about generative AI and it's impact on CISOs.

#### The Intersection of Security & AI

IBM's views on the intersection of AI and cybersecurity can be viewed [here](#).

#### AI Rundown

For the latest developments in AI, check out The Rundown AI [here](#).

#### The Impact and Limitations of Artificial Intelligence in Cybersecurity

This article was written as part of a research project over 2 years ago but still provides a good high level view of AI and it's impact on cybersecurity. Check out this Literature Review [here](#).

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"Learn how to be happy with what you have  
while you pursue all that you want."

- Jim Rohn

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#### Where Do We Find Joy?

See Rich Mironov's latest [article](#) on product management coaching and some of the topics & questions that arise. Including, "Where do I find fulfillment and appreciation and joy in this peculiar gig?"

## CAREER OPPORTUNITIES



### Current Openings

#### **Vice President of Product Management - On Hold Until Q1**

Our long-time client is small but rapidly growing, offering a self-healing Zero Trust platform (a first), to ensure maximum security and productivity for their clients. They are embedded in more than a billion devices.

As VP of Product Management you will spearhead their competitive positioning and field enablement strategy and execution; and will work directly with the CEO and CPO in this exciting and impactful role.

The client is looking for 10+ years of proven experience in a similar leadership role within the cybersecurity industry. Plus an outbound marketing personality - first class storyteller, in a technical sense, who can articulate product differentiation in a competitive way and be very compelling and convincing. Small/startup company experience desired!

We know you are out there!

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**\$1,000 Referral Fee for finding the Winning Candidate for any of the above-mentioned openings!**

**Let us know if any of these openings interest you.**

**[jeff@devotogroup.com](mailto:jeff@devotogroup.com)**

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## EVENTS



### Upcoming Events

#### **November 1-3**

GenAI Summit, San Francisco

#### **November 13**

Silicon Valley Product Management Association Monthly Meeting, via Zoom

#### **November 12-15**

Kubecon & CloudNativeCon, Chicago

**November 18-20**

QCon, San Francisco

**November 19-22**

Microsoft Ignite, Chicago

**November 20**

Generative AI Summit, Toronto

**December 2-6**

AWS Re:invent, Las Vegas

**KEY SUCCESSES**



## Testimonials

"I have worked with The Devoto Group for over a decade. Jeff helped me land my first VP role as VP, Product Management at Citrix Systems, where he also placed many product managers and product marketers. I heartily recommend The Devoto Group if you are looking for your next, great product management hire, or opportunity. In fact, I recently retained Jeff and his team to fill a key product management role at Sonatus. Also, they sponsor and host an excellent luncheon program — which I have attended many times and thoroughly enjoyed the discussions with the featured guest and other executives."

— Troy Trenchard, Chief Product Officer, AirMettle

"Jeff and his team brought me a fantastic Director, Product Marketing who was working for one of our biggest competitors. I had worked with Jeff previously when I left Cisco Systems to join Blue Coat Systems and he placed me in a great Director-level Product Marketing role. Jeff is tenacious and focused in his work and I could not recommend him more highly as a candidate as well as a client."

— Greg Mayfield, Sr. Director, Product Marketing, Netskope

"The Devoto Group worked tirelessly to help find the right job match and to prepare me for interviews that resulted from their hard work. Their communication with me along the labyrinth of the hiring process allowed me to focus on crushing the interviews while they dealt with the background details. If you are looking for high-tech work, the Devoto Group should be your first call."

— Scott Emo, Director, Product Marketing

"The Devoto Group has been one of our primary sources for talent. They are adept at listening to our needs, providing guidance, and engaging candidates from outreach through post-employment. They consistently have been able to fill key product management, product marketing, and systems engineering roles at an expedited pace and with stellar hires. They have worked with us over the past 3 years and we value their services. I would recommend Jeff and

his team to any high-tech company looking to build out sales and marketing teams.”

— Scott Gordon, Chief Marketing Officer, Pulse Secure

"Things are good here. Both Sales Engineers are doing really, really well. They fit in well with our culture, bring a ton of knowledge and experience and are very different from each other. Couldn't be more pleased with both of them."

— Rick Jenssen, VP Global Field Operations, Plexier

"I worked closely with Jeff and The Devoto Group team and was very pleased with the enterprise sales candidates presented to us. Jeff found us a stellar sales rep that has become one of our top producers. Jeff's partner Andrea works with our Inside Sales team and she has placed several strong inside sales reps for us."

— Gary Taggart, VP, Worldwide Sales, Centrifly

## Placements – Key Marketing, Product Management & SE roles

### PRODUCT MANAGEMENT

Director, Product Management – Absolute Software

VP, Product Management – Citrix

VP, Product Management – Blue Coat Systems

VP, Product Management – Pulse Secure

Senior Director, Product Management – Pulse Secure

Director, Product Management – Megaport

Director, Product Management – Gigamon

### MARKETING / SALES / SALES ENGINEERING

VP, Sales – Titaniam, Inc.

Director, Product Marketing – Netskope

Director, Sales – RedSeal

Head of Sales - Feitian Technologies

Director, Product Marketing – tCell

VP, Product Marketing – Feedzai

Senior Director, Product Marketing – Elastica/Blue Coat Systems

Senior Product Marketing Manager – Netscout

Director, DemandGen – Cloud Cruiser

Senior Director, Marketing – PayNearMe

Director, Sales – Pulse Secure

Director, Sales – Arbor Networks

Director, Field Operations/DemandGen – Skybox Security

Director, Security Solutions – Gigamon

Senior Director, Product Marketing – Affirmed Networks

Director, Technical Marketing – Sinefa

Sales Engineer – Plexier

## About Us

Founded in 1995, The Devoto Group is a leading executive search firm located in Redwood City, CA and serving the Bay Area. Our focus is finding talented executive level individuals for sales, marketing, and product management positions for our clients – early stage and mature high technology companies. We work with only the leading edge Internet companies and we pride ourselves on locating high-quality talent very quickly.

Our current focus is working with technology companies involved in the artificial intelligence, networking, security, cloud and mobility markets.

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