VOXUSPR

Creating a Sustainable Cybersecurity Thought Leadership Program
Voxus raises profile of WatchGuard's CSO across industry

WatchGuard® Technologies, Inc. is a global leader in unified cybersecurity. Its Unified Security Platform™ is uniquely designed for managed service providers to deliver world-class security that increases their business scale and velocity while also improving operational efficiency.

Consistent visibility in top-tier cybersecurity media
WatchGuard is a leading cybersecurity company whose Unified Security Platform is used by hundreds of MSPs to protect more than 250,000 organizations worldwide. The company's Chief Security Officer, Corey Nachreiner, is a cybersecurity expert with decades of experience. WatchGuard wanted to elevate Corey's status as a thought leader across top-tier cybersecurity media.

Creating a sustainable thought leadership engine
Corey's extensive cybersecurity background and expertise provided a foundation of credibility for Voxus to work with. Our team worked to focus that expertise, identifying both trending topics and moment-in-time opportunities to place both content and quotes from Corey that supported WatchGuard's mission. This involved conducting scheduled brainstorming sessions to present and vet topic ideas with Corey and other WatchGuard SMEs.

Proactive outreach and targeted quick reaction drives quality results
In addition to article topics, Voxus also positioned Corey as an expert commentator on breaking cybersecurity news and worked closely with him to offer reactionary commentary to press on attacks, trends, best practices and more. This commentary was also captured in a quote library and reused (along with other key information) as part of an ongoing proactive media pitch campaign.

Hitting the right targets with the right content
In the twelve months between mid-2021 and mid-2022, Voxus placed more than 30 bylined articles under Corey's name in leading publications such as Brilliance Security, Cyber Defense Magazine, CSO, Dark Reading and SC Magazine. In addition, Corey was quoted 28 times during that same period on topics including new cybersecurity data reports, malware and ransomware attacks, cybersecurity red flags, and more.

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