

Steve Salinas

Product Marketing Leader for Cybersecurity | Scaling Positioning, Narrative, and Go-To-Market

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ABOUT

I work with cybersecurity founders and teams as they scale, helping product strength translate into consistent go-to-market execution.

At this stage, teams often understand why they win, but that insight is not yet fully operationalized across sales and marketing. I turn that into clear positioning, structured messaging, and repeatable go-to-market systems that hold up in real buyer conversations.

I have done this across endpoint, SIEM, XDR, SOAR, browser security, and ransomware resilience. Different markets and buyers, with a consistent focus on clarity, differentiation, and execution.

I set direction and do the work. Messaging, narrative, sales enablement, analyst engagement, and demand support.

WHAT I DO WELL

- **Positioning and Messaging** | Build clear, defensible positioning and messaging that holds up in competitive evaluations and real buyer conversations
- **Narrative and Storytelling** | Translate complex security and AI capabilities into narratives that sales teams can deliver and buyers can quickly understand
- **Go-To-Market Scale** | Turn early or fragmented messaging into structured, repeatable systems that scale across sales, marketing, and leadership
- **Market Translation** | Align how a product works with how the market evaluates, compares, and ultimately buys solutions

EXPERIENCE

Conceal | Senior Director, Product Marketing Aug 2025 – Feb 2026 (reduction in force)

- Built a complete positioning and messaging framework in under 90 days, enabling consistent and effective sales conversations
- Defined a clear category narrative within browser security and Zero Trust, improving differentiation in early-stage buyer discussions
- Rewrote website structure and core messaging to align product capabilities with buyer expectations and market language
- Developed foundational collateral and sales enablement materials to support repeatable go-to-market execution

Halcyon | Senior Director, Product Marketing Oct 2024 – May 2025 (org restructure)

- Led a new security service from concept to launch in under 45 days, generating immediate inbound interest and pipeline activity
- Reframed the company narrative around operational resilience and recovery assurance using proof-based differentiation
- Built messaging and supporting assets aligned to validated efficacy data, strengthening credibility in competitive evaluations
- Partnered with leadership and go-to-market teams to ensure consistent narrative adoption across sales and marketing

Stellar Cyber | Head of Product Marketing May 2022 – Oct 2024

- Restructured go-to-market approach across MSSP and enterprise buyers, developing distinct positioning and value propositions for each segment
- Led a full website overhaul, aligning navigation, messaging, and buyer journeys, resulting in a 20 percent increase in traffic and inbound leads
- Introduced multiple high-intent conversion paths, including quote, POC, and demo, improving engagement quality and sales readiness
- Built competitive positioning frameworks across SIEM and XDR vendors, supporting sales in a highly competitive and evolving market
- Continuously refined messaging as the category evolved, ensuring relevance during periods of consolidation and market confusion

Exabeam | Director, Solutions Marketing Apr 2021 – May 2022

- Shifted go-to-market from feature-led to use-case-led selling, enabling sales teams to lead with real SOC workflows
- Integrated win and loss insights into messaging, improving alignment with buyer objections and decision criteria
- Reinforced messaging through sales enablement programs to improve consistency across the organization

Deep Instinct | Head of Product Marketing Dec 2019 – Dec 2020

- Built a differentiation narrative separating deep learning from first-generation machine learning approaches in a crowded endpoint market
- Repositioned messaging toward enterprise buyers, aligning content with demand generation and sales needs
- Led a website and messaging overhaul to improve clarity, relevance, and alignment with buyer expectations

Siemplify | Director, Product Marketing

Dec 2018 – Dec 2019

- Built foundational category messaging during early SOAR market formation, establishing a clear market position
- Developed distinct narratives for MSSP and enterprise buyers, improving relevance across segments
- Created demo narratives that addressed integration concerns, the most common objection in early evaluations

Cylance | Product Marketing Director

Oct 2016 – Dec 2018

- Developed prevention-first EDR positioning as the market shifted toward detection and response
- Led analyst engagement efforts to align company positioning with emerging category definitions

Alert Logic | Director, Product Marketing

Feb 2014 – Mar 2016

- Built and led a product marketing team supporting multiple cloud security offerings
- Defined ICP and go-to-market structure across product lines, improving sales focus and consistency

EARLIER CAREER

- **Guidance Software – Sr. PMM, Sr. Solutions Consultant** (2007–2014, 2016)
- **Aspen Technology – Product Manager** (2000–2007)
- **Petrolsoft Corp – Product Manager and Pre-Sales Engineer** (1999–2000)

EDUCATION

- **MBA, Marketing** – Pepperdine Graziadio Business School 2012
- **BBA, Marketing** – Texas A&M University 1997