



cyber futurists

Future-Proof Cybersecurity Advisory

EMBRACE THE POWER OF FORESIGHT



We are a boutique research and advisory firm specializing in providing expertise and intelligence to decision-makers selling or buying cybersecurity technologies.

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MEET THE FUTURIST



OLIVER ROCHFORD CHIEF FUTURIST

- Former Gartner Research Director and MQ Author
- Past roles with Securonix, Tenable, Qualys, Verizon, HP
- Strategic Advisor for various startups
- Frequently cited by Media, Academia, and Think Tanks including the OECD.



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WHY GO WITH THE CYBER FUTURISTS?

Anticipate, Innovate, Lead



- **Strategic Innovation:** Our futurist approach informs your product development, ensuring that your solutions are not just current but pioneering, setting industry standards, and defining the next wave of cybersecurity leadership.
- **Long-Term Strategic Planning:** We provide a panoramic view of the cybersecurity landscape, enabling you to make strategic decisions that resonate with both present needs and future market shifts.
- **Cross-Domain Synthesis:** Our expertise spans multiple disciplines, providing a nexus of knowledge that informs how geopolitical, economic, technological, and social trends converge to shape the cybersecurity domain.
- **Market Leadership:** Our service doesn't just prepare you for the future; it positions you at the forefront, as a visionary voice that guides the cybersecurity industry.

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COVERAGE AREAS



Security Operations

- Security Information and Event Management (SIEM)
- Security Orchestration, Automation, and Response (SOAR)
- eXtended Detection, and Response (XDR)
- Digital Forensics and incident response (DFIR)
- Threat Intelligence Management
- Security Automation
- Threat Hunting
- Bluetesting

Threat & Vulnerability Management

- Vulnerability Management
- Risk-based Vulnerability Management
- External Attack Surface Management
- Breach and Attack Simulation
- Security Control Validation
- Penetration Testing
- Red-teaming

Security Data Operations & AIOps

- Security Data Lakes
- Security Data Pipelines
- Security Data Integration and Transformation
- Detection Engineering
- Data Science
- MLOps
- Security Data Engineering
- AI Security Assistants and Copilots

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Services



- Fractional Strategy and Marketing Leadership
- Innovation Workshops and Seminars
- Thought Leadership Content Authoring
 - Webinars
 - Blogs
 - Whitepapers
- Technology Scouting
- Competitive Intelligence
- Market Intelligence & Sizing
- Marketing & Product Strategy
- Go-to-market Planning

Day Rate
\$2400

Hour Rate
\$300

All prices In USD

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Cyberfuturists | Speaker & Webinar Rate Sheet 2026



Engagement Type	Description	Duration	Deliverables	Standard Fee (USD)
Keynote / Solo Webinar	Data-driven presentation tailored to your audience. Includes	30–60 min	Custom talk, slide deck, Q&A	\$3,500–\$4,500
Panel Appearance / Guest Speaker	Participate as an expert panelist in vendor or media webinars.	45–60 min	Participation, light prep	\$1,500–\$1,800
Podcast Interview	Recorded interview or roundtable on cybersecurity, AI, or	30–45 min	Audio interview	\$1,200 - \$1,500
Sponsored / Co-Branded Webinar	Joint presentation with vendor or partner. Includes shared	45–60 min	Co-branded webinar, promotion package	\$7,000–\$12,000
Private Executive Briefing	Closed session with leadership, investors, or policymakers. Focused	60–90 min	Custom deck, live Q&A	\$3,000–\$5,000
Workshop / Masterclass	Interactive, small-group session for strategy or foresight.	Half-day / Full-day	Workshop materials, exercises	\$6,000–\$10,000

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Fractional Strategist and CMO Retainer



Retainer Level	Hours/Month	Month	Year
Strategic Advisory	8	2400	28800
Fractional Strategist	20	6000	72000
Fractional Marketer	40	12000	144000

All prices In USD

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Fractional Strategist and CMO Retainer

STRATEGIC EXPERTISE, TAILORED TO YOUR SCALE



Benefit from a fractional product strategist or marketer for on-demand access to rare and expensive expertise, providing your business with the strategic acumen of a veteran CMO and Product Strategist at a fraction of the cost.

Key Benefits:

- **Cost-Effective Strategy:** Gain the insights and experience of a top-tier strategist without the full-time executive price tag, optimizing your budget while maximizing impact.
- **Flexible Engagement:** Whether steering a product launch, repositioning your brand, or scaling your market reach, our service flexes to meet your evolving needs.
- **Market-Ready Solutions:** We translate complex market data into actionable strategies, ensuring your roadmap meets the market with the right features, messaging, and timing.
- **Growth-Focused:** Our approach is tailored to drive growth, with clear KPIs and ROI metrics that align with your business objectives.



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What's included?



Strategic Advisory

A strategic advisor delivers insights and guidance to executives or specialists on market trends

- Weekly 1-hour meetings
 - Market updates
 - Strategy discussions
 - Document reviews

Fractional Strategist

A fractional Product Strategist provides strategic guidance and expertise in product development and management.

A fractional product strategist brings specialized expertise and an external perspective, helping you to develop compelling products that meet market demands and drive business growth.

- 2 hours per week
- Additional 2 hours for research preparation or collateral development
- Core strategic leadership

Fractional CMO

A fractional Chief Marketing Officer (CMO) offers a range of strategic marketing services, tailored to the unique needs of the cybersecurity industry. A fractional CMO brings a wealth of experience and expertise, offering high-level strategic guidance without the commitment of a full-time executive, making it an ideal solution for growing cybersecurity vendors

- 3 hours per week
- Additional 3 hours for preparation or additional meetings
- Core Marketing Leadership

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FRACTIONAL CMO SCOPE



Strategic Marketing Leadership:

- Develop and implement a comprehensive marketing strategy aligned with the company's business goals.
- Guide brand positioning and messaging in the cybersecurity market.

Market Analysis and Insight:

- Conduct market research to understand industry trends, customer needs, and competitive landscape.
- Identify new market opportunities and areas for growth.

Product Marketing:

- Collaborate with product teams to develop go-to-market strategies for new products or features.
- Create messaging and positioning that communicates the value proposition of products.

Digital Marketing and Online Presence:

- Oversee digital marketing strategies including SEO, SEM, and social media marketing.
- Enhance the company's online presence through website optimization and content marketing.

Lead Generation and Sales Enablement:

- Develop lead-generation strategies to attract and retain customers.

Customer Engagement and Retention:

- Develop programs to increase customer engagement and loyalty.
- Utilize customer feedback to improve marketing strategies and product offerings.

Brand Development and Management:

- Ensure consistent brand messaging across all channels.
- Manage public relations and brand reputation, particularly in crises.

Content Strategy and Thought Leadership:

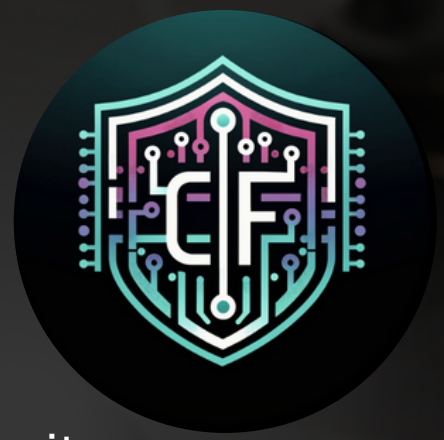
- Develop a content strategy that positions the company as a thought leader in cybersecurity.
- Oversee the creation of whitepapers, blogs, webinars, and other content.

Team Building and Leadership:

- Build and mentor the marketing team.

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FRACTIONAL STRATEGIST SCOPE



Product Vision and Strategy Development:

- Define and articulate the product vision and strategy in alignment with the company's business goals.
- Identify and prioritize key product initiatives and roadmaps.

Market and Competitive Analysis

- Conduct thorough market research to understand industry trends, customer needs, and the competitive landscape.
- Analyze market data to identify opportunities for new products or enhancements to existing products.

Customer Insights and Feedback Integration:

- Gather and analyze customer feedback to inform product development and improvement.
- Ensure that customer needs and experiences are central to product strategy.

Feature Prioritization and Roadmap Planning:

- Help to prioritize product features and enhancements based on market demand, business value, and technical feasibility.
- Provide help to develop and maintain a product roadmap that communicates the direction and progress of product development.

Innovation and New Product Development:

- Lead efforts in identifying and developing innovative product solutions.
- Stay abreast of emerging technologies and cybersecurity trends to inform product innovation.

Go-to-Market Strategy and Execution:

- Collaborate with marketing and sales teams to develop effective go-to-market strategies.
- Ensure that product launches are well-coordinated and successful in achieving market penetration and adoption goals.

Performance Metrics and Analysis:

- Define key performance indicators (KPIs) for product success and track performance against these metrics.
- Use data-driven insights to make informed decisions about product strategy and improvements.

Stakeholder Communication and Reporting:

- Regularly communicate with company leadership and stakeholders about product strategy, progress, and performance.
- Provide clear and concise reporting on product initiatives and outcomes.

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WHAT IS NOT INCLUDED?



Our Fractional Leadership Service provides leadership.

The service does not include graphic design, or marketing operations i.e. managing social media presence, posting tweets, web design, or creating landing pages. The service also doesn't include contractor management or designing event booths, etc.

If these are also tasks you also need doing then speak to us about our Marketing Operations services.

Marketing Operations

- **Virtual Marketing Assistant**
 - **\$2500 / Month**
 - **40 hours / Month**
 - **Social media, Digital marketing, Event planning**

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CONTACT



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Email



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Book a meeting



<https://cyberfuturists.com/ola/services/introductory-call>

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QUESTIONS?



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