

Klarivo Appoints Cybersecurity Founder Ro'ee Margalit to Advisory Board

Cybersecurity entrepreneur and former Rotate co-founder joins Klarivo to help technology companies strengthen their visibility across AI discovery platforms

NYC, NY, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- [Klarivo](#), a managed service and data



We're helping brands be seen where AI systems learn and decide"

Almog Elmaliah

platform that helps technology companies improve how they are discovered, trusted, and surfaced by generative AI and answer engines, today announced the appointment of cybersecurity entrepreneur Ro'ee Margalit to its advisory board.

Klarivo's platform gives brands visibility into how they are

ranked and referenced across major AI models - including ChatGPT, Claude, Perplexity, Gemini, and Grok - and identifies where credibility signals such as mentions, citations, and trusted sources drive AI discovery. Its approach goes beyond traditional SEO to help companies become embedded in the datasets and signals that modern AI systems use to answer buyer questions.

Margalit co-founded [Rotate](#), which was recently acquired by [Check Point](#) Software Technologies as part of its strategic expansion into AI-augmented security - reflecting deep expertise in enterprise technology and positioning in crowded markets. The acquisition highlights how AI-driven solutions are reshaping cybersecurity visibility and credibility - the same forces shaping how brands appear to AI discovery systems.

"We're helping brands be seen where AI systems learn and decide," said Almog Elmaliah, CEO of Klarivo. "Ro'ee's background building and scaling cybersecurity technology gives us unique operational insight into how technical companies need to position themselves to not just rank - but to be surfaced and trusted by the systems buyers increasingly rely on."

In his advisory role, Margalit will support Klarivo's work with technology and cybersecurity clients by helping refine strategic frameworks that convert AI visibility into tangible business outcomes - including stronger brand trust, deeper market penetration, and measurable discovery growth in AI-driven buyer journeys.

Klarivo customers benefit from:

Visibility scoring and real-time tracking of how brands show up across major generative AI

platforms.

Competitor analysis that identifies gaps in AI knowledge footprints.

Recommendations and placement strategies that strengthen signals where AI models learn credibility, including community, media, and trusted third-party sources.

“We’re in a new era of discovery,” Margalit said. “Too many companies optimize for traditional search - but the real competitive advantage is being recognized by the systems that now shape buyer decisions. Klarivo’s mission matters to any tech brand that wants to be discovered where it counts.”

Klarivo continues to scale its capabilities with deep domain expertise and advisory support to help brands thrive in an AI-driven landscape.

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