

# OTRenix Launches Fractional CMO Practice for Cybersecurity Startups

*C-level marketing leadership without the full-time cost — GTM strategy and execution to build measurable pipeline for cybersecurity startups.*

NEW YORK, NY, UNITED STATES, April 23, 2026 /EINPresswire.com/ -- OTRenix, a specialised [Cybersecurity Marketing Agency](#), today announced the launch of its [Fractional Cybersecurity CMO](#) practice — a strategic marketing leadership offering built for security startups at the Pre-seed to Series B stage.



Cybersecurity Marketing Agency OTRenix

The programme addresses a structural gap: most early-stage cybersecurity vendors can't justify a full-time CMO with deep category expertise before Series B, yet generalist marketers burn 6+ months learning to speak the customer's language. The result is wasted runway, missed launch windows, and positioning that fails to differentiate in an increasingly crowded market.

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Most security startups lose their first 12 months trying to find a marketer who understands the category without a briefing. Fractional Cybersecurity CMO closes that gap from month one.”

*Dmitry Gavrikov, Founder of OTRenix*

## Why Now

Industry data shows 82% of organisations are consolidating their security stack, while the average CISO receives approximately 35 vendor pitches per year. Generalist marketing in this environment doesn't build pipeline — it adds noise. Seed and Series A is precisely the

stage where positioning decisions define the next three to five years of company trajectory.

The cost of getting this wrong is high: a significant share of cybersecurity startups with strong technical solutions never reach Series B — not because the product fails, but because they cannot translate engineering excellence into commercial traction before runway runs out. With

cybersecurity funding remaining selective and investors prioritising capital-efficient growth, founders need senior marketing leadership without a \$300K+ executive hire weighing on the burn rate.

## What the Programme Includes

The Fractional Cybersecurity CMO practice combines strategic leadership with hands-on execution across three phases:

- Foundation: GTM strategy, ICP definition, category positioning, and messaging architecture
- Activation: product launch readiness in 30–60 days, marketing team build-out, analyst relations groundwork, and demand generation infrastructure
- Scale: ongoing execution across content, PR, LinkedIn, partner marketing, and board-level reporting that translates marketing performance into the metrics investors actually track

Expertise spans the full cybersecurity stack:

- Endpoint Security
- Cloud Security
- Identity & Access Management
- Network Security
- Application Security
- OT/ICS Security
- AI Security
- Managed Security Services

Coverage also extends to compliance frameworks including SOC 2, NIST, ISO 27001, IEC 62443, NIS2, and the EU Cyber Resilience Act.

## Who It's For

The practice is designed for cybersecurity founders raising or preparing to raise Seed through Series B who need senior marketing leadership but cannot yet justify a full-time CMO. Typical engagements include:

- Pre-launch vendors building category presence from zero
- Post-funding companies preparing for first-hire marketing teams
- Growth-stage startups expanding from one geography into EMEA or North America

## About OTReniX

OTReniX is a Cybersecurity Marketing Agency working with security vendors across EMEA, NA, APAC, and LATAM. The team brings 20+ years of B2B cybersecurity marketing experience.

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