

Ken Rutsky

Ken Rutsky is the principal and founder of KJR Associates, a strategic go to market consulting firm. KJR has clients in enterprise software and services segments including network, systems and Cloud management, and enterprise security. Ken has 20+ years of experience marketing and selling enterprise and end user technology and solutions. During Ken's tenure as VP of Product Marketing at Secure Computing, he spearheaded the company's go to market efforts, accelerating the growth of its web security business, leading to its eventual acquisition by McAfee at a 40% premium to market value.

Ken has served in a variety of roles including CMO, EVP of Marketing, Vice President of Product Marketing, Vice President of Product Management and Director of Channel Marketing. While at Secure Computing, Ken rebuilt the product marketing team and delivered a set of integrated marketing programs which raised visibility and increased qualified lead flow by 50%. In addition, Ken improved Secure's positioning in key analyst reports including Forrester Waves and Gartner Magic Quadrants. Ken helped to drive worldwide field and channel events, including an innovative online program called "Domain Health Check" which drove hundreds of qualified monthly leads directly to channel partners at no marginal cost. After being acquired by McAfee, Ken led and completed the full product marketing integration of Secure into McAfee in 4 months, 2 months ahead of schedule.

Ken has extensive marketing experience and has had responsibility for product marketing, product management, field marketing, corporate marketing, press and analyst relations, partnership and channel marketing. Some of Ken's innovative marketing programs have included the Internet's first affiliate marketing program, "Netscape Now". His work at start ups has led to 3 acquisition offers (2 completed), 2 strategic divestitures, and one strategic merger. Ken is an accomplished presenter including sessions at RSA and InterOp conferences, and is widely quoted in the press as a company spokesperson. Ken's blog, Tales From the Silicon Valley Front (<http://sijobfront.blogspot.com>) provides observation and commentary on new, emerging and interesting trends in enterprise technologies, products and markets from the perspective of an active participant, as well as a touch of personal humor.

Ken holds an MBA from the Stanford Business School and a Bachelor's degree from Northwestern University. Ken, his wife and 4 children live in Menlo Park California, where in his "spare time" he can be found refereeing youth soccer games, running 5Ks and cycling the hills.