

Nimrod Iny

Head of Marketing · B2B SaaS · Cybersecurity

nimrodiny@gmail.com

058-5000105

Ramat HaSharon, Israel

PROFILE

Cybersecurity-focused B2B marketer who builds marketing functions from zero - owning strategy, positioning, and full-funnel execution. Built and led Polar Security's marketing as its sole marketer, from first website to IBM acquisition. Track record spanning DSPM, automotive cyber, mobile analytics, and B2B SaaS. Hands-on across demand gen, content, product marketing, and sales enablement. AI-first marketer - actively uses AI tools to move faster and punch above headcount across every marketing function.

WORK EXPERIENCE

Head of Marketing → Product Marketing Manager (Post-Acquisition)

2021 - Present

Polar Security (acquired by IBM · Guardium DSPM) · Data Security / DSPM · Series B

- Founded and built the marketing function from zero as first and sole marketer - all infrastructure, brand, website, content, SEO, demand gen, events, and campaigns.
- Drove market presence through a competitive DSPM landscape, contributing to pipeline growth and recognition that supported the acquisition by IBM.
- Post-acquisition: led product marketing for IBM Guardium DSPM globally - positioning, messaging, GTM strategy, and sales enablement at enterprise scale.

Marketing Project Manager

2020 - 2021

Prime Minister's Office · Government / Classified Initiative

- Led creative and digital strategy for a classified national initiative; executed multi-channel campaigns in a high-stakes, zero-error environment.

Senior Marketing Manager

2019 - 2020

Argus Cyber Security (acquired by Continental) · Automotive Cybersecurity

- Hands-on marketing lead for one of Israel's most prominent cyber exits - owned content, web, SEO, PPC, email, events, PR, and sales enablement for a complex B2B enterprise audience.

Inbound Marketing Manager

2018 - 2019

Appsee (acquired by ServiceNow) · Mobile Analytics SaaS

- Built content-led inbound strategy; owned the full content engine end-to-end, optimizing for lead quality and pipeline contribution.

Content & Social Media Strategist

2016 - 2018

SimilarWeb · B2B SaaS / Data Intelligence

- Led content, social, and community strategy across multiple products; managed agencies and cross-functional teams on KPI-driven growth initiatives.

Content Account Executive

2014 - 2016

Blonde 2.0 · Tech PR & Content Agency

- Developed content strategies for leading tech companies and VCs; worked directly with founders and marketing leaders to align content with growth goals.

SKILLS

Strategy & GTM

Go-to-Market · Product Marketing
Demand Generation · Positioning
Sales Enablement

Execution

Content & Inbound · SEO · PPC
Email Marketing · Events & PR
Social Media

Tools & AI

Salesforce · Google Analytics
WordPress · HubSpot
Claude Code · Google Stitch
Antigravity · Gamma · Jitter

EDUCATION & MILITARY

Dual B.A. - Communications & Management

Major: Digital Media & Marketing Communications

The College of Management, Rishon LeZion · 2012-2015

IDF - Combat Intelligence Corps

Sergeant First Class · 2007-2010

Combat fighter and commander; led and instructed troops at basic training. Operational First Sergeant.

Hebrew (Native) · English (Mother tongue level)

nimrodiny@gmail.com · 058-5000105