ROY BAR OR

FULL STACK MARKETER, GTM

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PROFILE

- Deeptech marketer who owns go to market for OT cybersecurity, from positioning and launch to pipeline and partners.
- Sole marketing and GTM owner at OTOPIQ Security; built the NanoLock demand engine that sourced 47% of total pipeline.
- Turns deeply technical products into clear narratives for CISOs, operators and investors.
- Career spanning nearly a decade across military coordination, counter terrorism research and OT cybersecurity GTM.

PROFESSIONAL EXPERIENCE

Product Marketing Manager, GTM - OTOPIQ Security — **USA** | *July '25 - current*

- Launched OTOPIQ, an AI driven, device-level OT cybersecurity platform, from stealth as sole owner of marketing and go to market, contributing to 4 flagship deployments across ports, hospitals, chemical and manufacturing, by building the function from zero and running a campaign across 3 continents.
- Differentiated OTOPIQ in technical evaluations against network layer incumbents (Claroty, Dragos, Nozomi, Armis) by defining device-level positioning and building battlecards, solution briefs and demo narratives for sales.
- Secured 3 reseller and integrator partnerships across Israel and the EU, whose opportunities make up the majority of H1 2026 pipeline, by building the partner program from scratch with onboarding materials, collateral and joint go to market plans.
- Primary commercial contact alongside the CEO on active port, manufacturing and industrial infrastructure opportunities, drafting statements of work, proposals and pricing. Built a device coverage tool and moved the CRM to HubSpot.
- Established OTOPIQ's credibility with analysts within the first year of launch, with mentions in 2 reports (Forrester and Takepoint Research) and relationships with Gartner, Frost & Sullivan and S&P Global 451 Research, by building positioning on continuous customer and partner insights and publishing content on real OT attacks.
- Advanced US federal channel access, with SAM.gov and CAGE registration, relationships at Booz Allen Hamilton and Carahsoft and an open dialogue with CISA, by turning US federal guidance, global OT regulations and policy trends into go to market messaging and priorities, and by designing a compliance roadmap (SOC 2, ISO 27001, IEC 62443, FedRAMP).
- Contributed to $2M in committed capital to date on the active $3M SAFE round by building the investor materials and pitch narrative, while pursuing nondilutive funding across US and international grant programs.
- Run an AI native GTM workflow with Claude, producing the messaging framework, investor deck, user guide, regulatory analyses and device coverage tool as a one person function, with every external claim traced to a primary source.

Marketing & Sales Enablement Manager - NanoLock Security — **Israel & USA** | *Feb '23 - July '25*

- Built NanoLock's demand generation engine from scratch, proactively establishing campaigns, processes, and MarTech infrastructure across Salesforce and HubSpot that sourced 57 opportunities representing 47% of total company pipeline.
- Directed product marketing and GTM execution for a technical OT cybersecurity solution, translating complex device-level concepts into collateral, messaging, and campaigns that resonated with industrial operators and CISOs globally.
- Generated 400+ leads and 4 new partner marketing relationships by representing NanoLock at 8 industry events, hosting 2 webinars, and executing targeted campaigns across APAC and EMEA.
- Secured a $2M tender win with Ensign InfoSecurity through targeted sales enablement and ABM campaigns, while expanding partner alliances with Schneider Electric, Check Point, and ISTARI across APAC.

Sales & Marketing Specialist - NanoLock Security — **Israel** | *Sept '22 - Feb '23*

- Executed GTM campaigns in APAC and EMEA through collateral and lead generation programs that built early market traction.
- Delivered OT cybersecurity market intelligence that shaped product positioning and informed global sales strategy.

Grants & Research Associate - Institute for Counter Terrorism (ICT) — **Israel** | *Oct '21 - Sept '22*

- Evaluated grant opportunities across terrorism, counter-terrorism, homeland security, and national defense policy by systematically reviewing EU and US research grant databases and organizational funding sources.
- Conducted OSINT research across news, academic journals, and social platforms to analyze threat vulnerability, risk assessment, and intelligence policy, managing workflows and reporting through Monday.com.

International Coordination Division, NCO - Military Service — **Israel** | *Dec '17 - Aug '20*

- Advised senior command on strategic decision-making impacting operational parameters and mission-critical operations.
- Managed sensitive multinational executive relationships across complex operational environments, coordinating with foreign military delegations, regional allies, and United Nations forces.

EDUCATION

Bar-Ilan University, MBA, Business Administration — **Israel** | *May '24 - Jul '25*

Reichman University, BA, Psychology — **Israel** | *Oct '20 - Jul '23*

ADDITIONAL SKILLS & INTERESTS

Languages: English (mother tongue/native), Hebrew (mother tongue/native)
Technical: Claude, Lovable, HubSpot, Salesforce, Figma, WordPress, ZoomInfo/Lusha, Monday, Jira/Confluence, Excel, Photoshop
Interests: Soccer, CrossFit, snowboarding, trekking, travel (37 countries, 30 states), amateur chef, video & board games