

## MasterMinds Overview & Value

MasterMinds forums bring senior Information Security executives from blue chip firms together with leaders of emerging, disruptive technology companies

MasterMinds forums are moderated with one goal: arriving at actionable insights. MasterMinds sessions give the leaders of growing technology companies clearer visibility into the **perceptions, issues, needs and objectives** of enterprise-level Information Security decision makers

The forum's discussions are focused on both company-specific feedback (functionality, feature sets, etc.) and market issues (factors that influence Information Security decision makers' propensity to evaluate, purchase and deploy solutions in a specific category)

### MasterMinds sessions provide insights on:

- product roadmap prioritization
- positioning strategy
- messaging and sales strategy
- go-to-market strategy
- alliance and partner program strategy
- pricing strategy
- implementation and deployment planning
- qualifying sales leads

Forum participants are members of the U.S. Fortune 500 from multiple verticals, including: manufacturing, technology, consumer packaged goods, insurance, banking and financial services, pharmaceuticals and entertainment. Our participants are enterprise-level Information Security leaders with responsibility for people, process, technology and budget

MasterMinds sessions are 3-hour, closed-door meetings.  
All discussions are confidential; participants are able to be open, honest and direct