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How to Get Fortune 500 Inbounds in Cybersecurity

Michael Bargury
Co-founder & CTO
Zenity

Vertex Ventures Israel | Founder-led-Growth for Cyber Startups | April 30, 2026

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CISO: DAY JOB

UNATTAINABLE. SKEPTICAL. DONE WITH THE HYPE.

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SECURITY FOR "THIS YEAR'S TREND"
SECURITY FOR "LAST YEAR'S TREND"
VC, INCUMBENT, FOUNDER
CYBSERSECURITY TEAMS
imgflip.com

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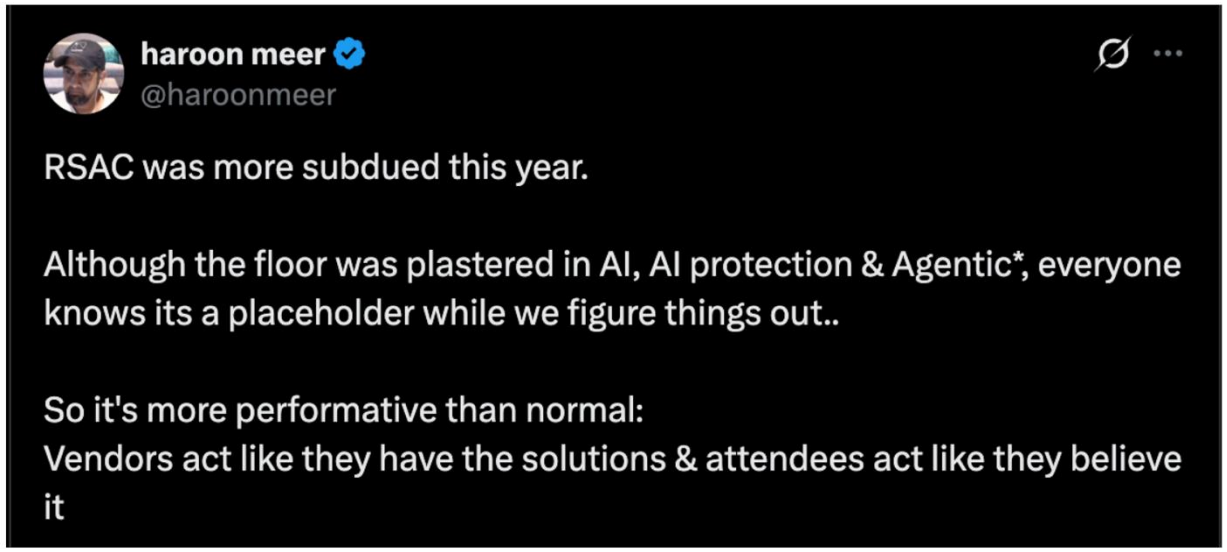
RSAC, Infosec-themes, and crummy products

March 27, 2026 haroon meer



"He's saying the quiet, obvious part out loud."

"The problem was that in the process, they were over-rotating these companies to spend massive amounts of money not on building products, not on improving customer experience, not trying to solve a meaningful problem, but on marketing and hype building. So what you got was a lot of very big, very notorious, very xxxxty, hollow companies."

"At no point of any of that has somebody built a security product or focused on solving a security problem. That's the feel of walking the RSA floor."

JAGS, 2026

r/cybersecurity • 3y ago
[deleted]

What vendor looks really good but is actually terrible?

Business Security Questions & Discussion

I've had some great demos that fall apart on first contact with our environment and users. Was wondering what you've seen

exceptionallynormal • 3y ago

Securonix UEBA.

70 Award Share ···

8 more replies

[deleted] • 3y ago

McAfee ePO was hot garbage, dunno if its improved since Trellix, I refuse to use it

267 Award Share ···

VHDamien • 3y ago

At this point I believe ePO survives entirely off of long standing federal government contracts.

140 Award Share ···

CosmicMiru • 3y ago

I use epo due to a long standing government contract, want to die everytime something breaks

darKv8 • 3y ago

Darktrace

170 Award Share ···

tedchambers1 • 3y ago

I was wondering how long I'd have to scroll until I saw this.

I've been at three separate fortune 200 companies that have gotten rid of darktrace - that is remarkable because companies that size never really get rid of anything.

Darktrace's value is having a cool screen for your SOC and literally nothing else and the cost of that screen is astronomical.

54 Award Share ···

64 more replies

Microsoft. They're too big to be good at their jobs, and their anti-competitive behavior has made it impossible to get away. Active directory is the ultimate vendor lock-in

130 Award Share ···

NBA-014 • 8mo ago

Service Now - having to create ticket after ticket to get people to do their job. Issue is that the tool never routed the ticket to the right sysadmin or networking group.

Another was Archer. What a piece of crap!

82 Award Share ···

Orangesteel • 8mo ago

Symantec and Oracle. Both gouge customers and should have died long ago.

304 Award Share ···

r/cybersecurity • 8mo ago
Mobile-Astronomer428

The most hated vendor

Other

What is the vendor you guys hate the most?

SwiftOnSecurity
@SwiftOnSecurity

@ucsenoi @jeremiahg @ThinkstCanary Yeah it's the only thing that's impressed me for people whose job isn't "Run honeypots." I was hugely into honeypots years ago and it's an expensive hobby time-wise.

Vlad Ionescu
ucsenoi

@jeremiahg @ThinkstCanary Their on-prem canary is one of the only things that caught me right away in post-exploitation without my knowing I was burned. Solid concept and product.

thaddeus e. grugq
@thegrugq

Get canary.tools, it can't protect against shitty security products but at least you'll know they failed

Cesar Cerrudo
cesarcer

How long until we see products to protect against security products?

Corey Quinn
@QuinnyPig

I'm not particularly biased at all; they're not a current sponsor to the best of my knowledge. @ThinkstCanary operationalizes a pattern I fell in love with a decade ago. Heartily endorse.

haroon meer
haroonmeer

Can verify. @BradleyJayanath has a lovely radio-voice.

Also: @ThinkstCanary is pretty useful.

(I'm a little biased here)

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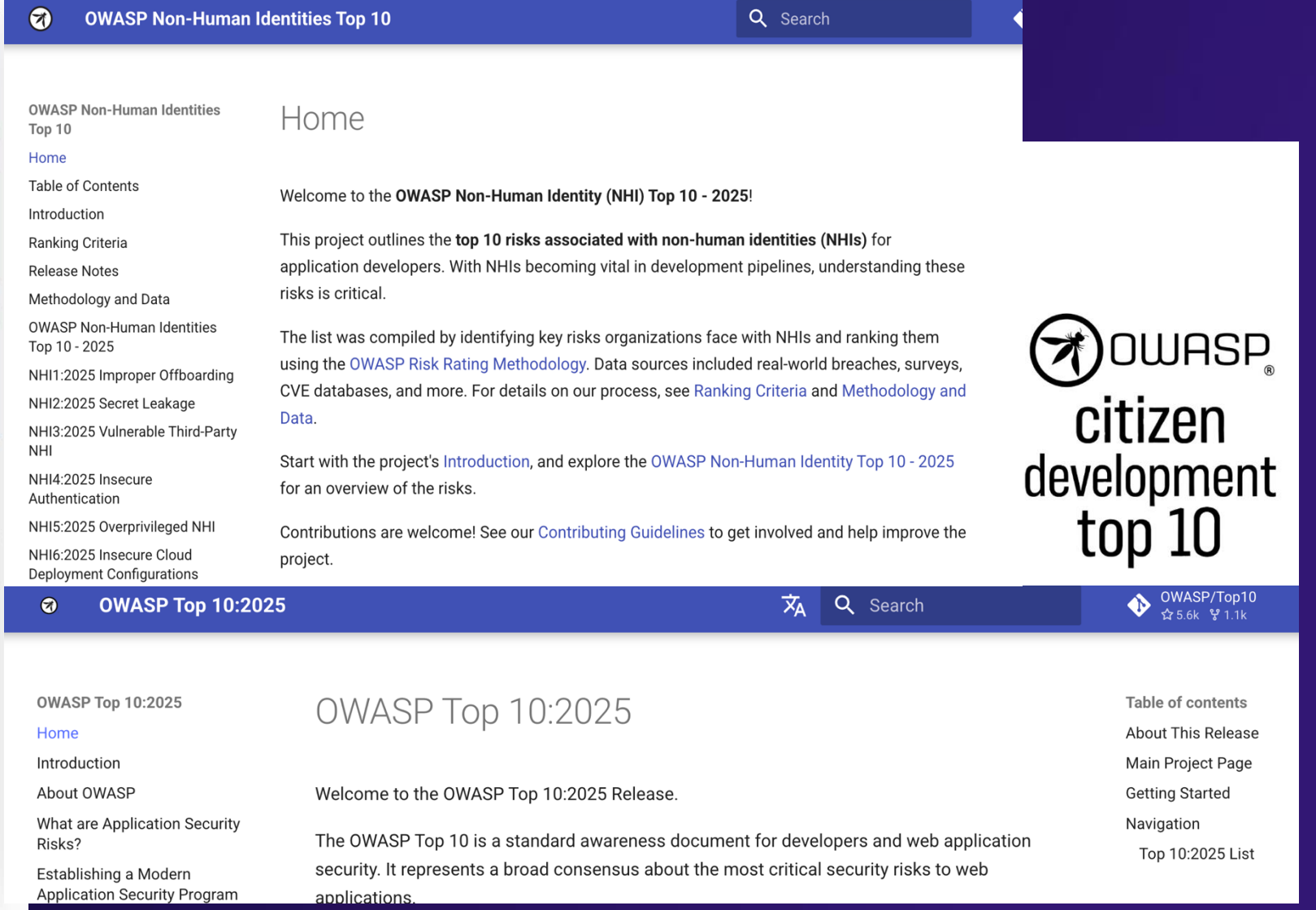
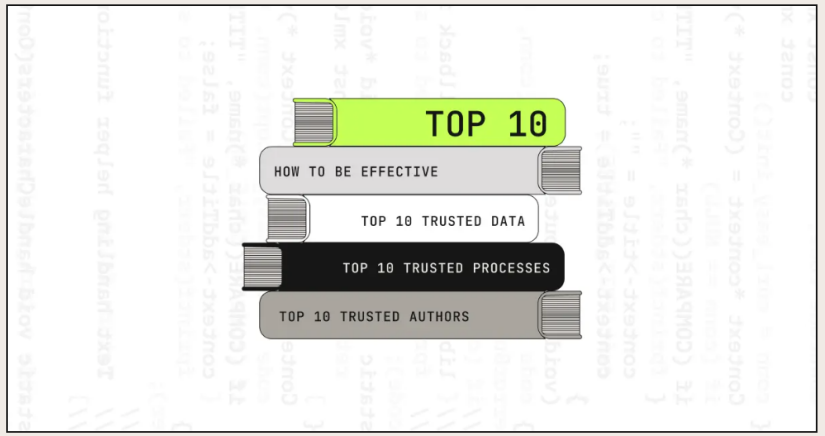
How to contribute to the cybersecurity community?



Create unique value and open source it

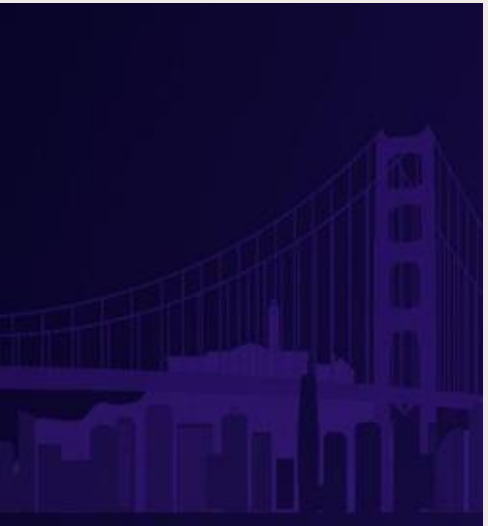
By Mark Curphey October 3, 2023

Five Questionable Things About Top Ten Security Lists



ıt top ten security lists.

Everything is not as it seems when you look under the hood



Can you trust the authors?

I know there will be blowback from some people about that question, so I am going to tackle it upfront and head-on. The blowback is going to come from people who don't like the inference of the quote below, the authors of the lists themselves.

> *"It is difficult to get a man to understand something when his salary depends upon his not understanding it." - Upton Sinclair*

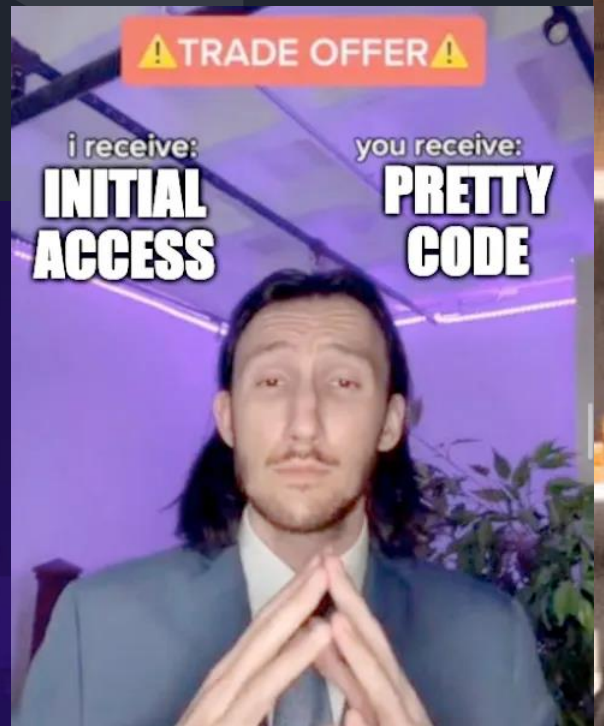
Labs

Ill-Advised Adventures

Stop Putting Your Passwords Into Random Websites
(Yes, Seriously, You Are The Problem)

Vulnerability Research

Find unique vulns / issues and say things as they are



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The sins of security vendor research

1. FUD: *Every vulnerability is a “critical risk”*
2. False novelty: Don’t ignore or take credit for other work
3. Correlation, not caustion
4. Selling out to marketing

We are all AI security n00bs

ALL OF US

Be honest

@mbrg0
#BHUSA


@mbrg0
We aren't making *real* progress.
AI Agent Security Summit | Presented by zenity Labs
THE LEAGUE OF ASSEMBLERS
SAN FRANCISCO

CYBERSECURITY MONTH

11

Hobble your AI agents to prevent them from hurting you too badly

That's the main takeaway from the Zenity AI Agent Security Summit

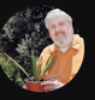
Thomas Claburn

Thu 9 Oct 2025 // 07:27 UTC

Michael Bargury, CTO of AI security company Zenity, welcomed attendees to the company's AI Agent Security Summit on Wednesday with an unexpected admission.

"This is a new space and we – frankly – don't really know what we're doing," he said at San Francisco's Commonwealth Club. "But we're trying ... We need to face things as they are. And the only way to do it is together."

Zenity's marketing graphic for its AI Agent Security Summit inadvertently made that point by mixing Marvel and DC Comics motifs. The conference graphic read, "The League Assembles," applying Marvel's "Avengers, assemble!" catchphrase and font styling to what DC fans might read as a reference to The Justice League.



@DavidSchutt1 3 months ago

This was one of the more honest and useful talks I've seen on agent security in a while.

The distinction between soft boundaries (guardrails, classifiers, "another LLM checking the LLM") and hard boundaries enforced by architecture is critical, and it's refreshing to hear it stated plainly. The reframing of "prompt injection" as persuasion rather than a patchable technical flaw also feels exactly right — it explains why benchmarks can look great while real systems remain fragile.

The concrete examples around memory shutdown on untrusted context, connector scoping, tool-chaining breaks, and runtime mutability (especially MCP) were particularly valuable. They highlight how many current failures aren't novel AI problems so much as violations of lessons we already learned in other domains — just reintroduced at a higher level of abstraction.

Appreciate the focus on discipline and restraint over optimism. This kind of thinking moves the field forward more than another "better guardrail" ever will.

Thanks for putting this together and for sharing real design tradeoffs instead of slogans. 🏆

Show less

Reply

Joshua Woodruff • 1st

Helping companies deploy AI without compromising their data | Author o...

View my newsletter

1mo •

I met Gadi Evron yesterday for the first time.

A few hours later I watched him do something I won't forget.

Gadi is CEO of Knostic, an AI security company. Zenity, one of his direct competitors, was supposed to present at [un]prompted in San Francisco. They couldn't make it. Israel's airports shut down.

Gadi picked up their slides and presented for them.

No announcement. No fanfare. Just: these are our colleagues and they can't be here.

I've been in enterprise security for over 30 years. I've watched competitors tear each other apart over market share, positioning, pipeline. I've seen companies quietly celebrate when a rival stumbled.

Be collaborative.
Community >> company.

You and 720 others

126 comments · 36 reposts

Reactions

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Panel Discussion: How Leading AI Platforms Approach Building Trustworthy Agents

In this panel, security leaders from ServiceNow, Microsoft, Google, and OpenAI will share how

Read more

Speakers

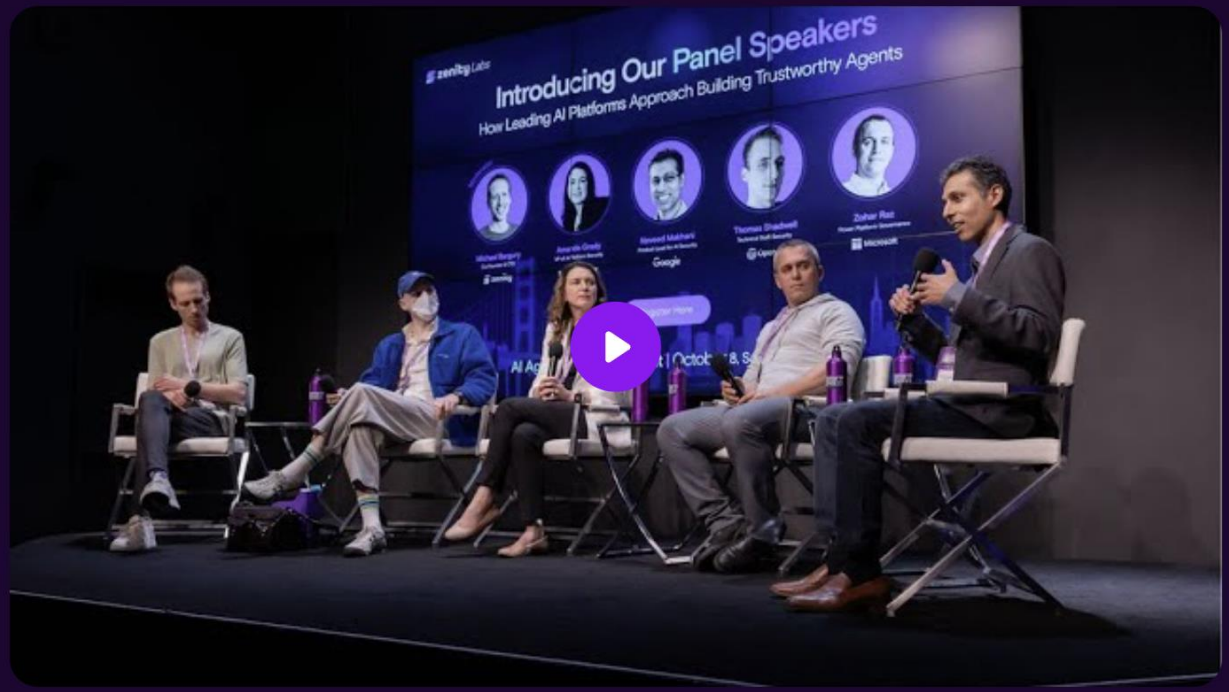
Amanda Grady
VP of AI Platform Security, ServiceNow

Michael Bargury
Co-Founder & CTO, Zenity

Naveed Makhani
Product Lead for AI Security Products, Google

Zohar Raz
Group Product Manager Power Platform Governance, Microsoft

Thomas Shadwell
Member of Technical Staff, Product & Application Security




CISO: DAY JOB
UNATTAINABLE. SKEPTICAL. DONE WITH THE HYPE.
RISK REGISTER
- VENDORS
- THREATS
- BUDGET
- MORE MEETINGS
BULLSHIT DETECTED
BUZZWORDS
FEAR
UNCLEAR ROI
FUD
"AI"
COLD EMAIL
"SOLUTION THAT "CHANGES EVERYTHING"
AI-POWERED CYBER PLATFORM
GAME CHANGER!!!
DISRUPTIVE INNOVATION
QUANTUM REVOLUTIONARY
TRUST US BRO
BULLSHIT.
ZERO TRUST NO BULLSHIT
Quarterly Security Review
COFFEE > MARKETING DECKS
COLD CALL
Unknown Number
PLEASE DO NOT HYPE ME
THREAT MODELING > MARKETING MODELING


CISO: DEF CON
OPEN. CURIOUS. ONE OF THE GOONS.
DEF CON
WELCOME HOME GOONS
SO HOW DOES THAT WORK?
IT'S PRONOUNCED EXPLOIT
HUMAN 0-DAY
SOCIAL ENGINEERING IS MY CARDIO
WILD PACKET APPEARED!
BADGES > BULLSHIT
RESPECT THE HUSTLE
GOON

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Generate value **for others**

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REASONS WHY YOU WON'T FOLLOW THIS ADVICE

Marketing	Will loss a lead-generation opportunities
Legal	Will say NO because sharing research is risky
Sales	Will tell you its not helping them hit quota
Partnerships	Will explain that sharing vendor errors is not good business
Engineering	Will ground you in the work you already commited to
Product	Will want to focus on *your* customers not the market

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They’re all **right**. Lead **anyway**.