

Mark Lynd

Forward-deployed C-level executive
for AI and cybersecurity



Head of Executive Advisory and Strategy, Netsync · Author of three books, fourth on the way · CISSP, ISSAP, ISSMP · US Army Ranger veteran

THE POSITION

Mark advises on enterprise AI and security decisions as they are being made, then reports back on what is real, what good looks like, and what to steer away from. The room he advises in and the audience a sponsor reaches are the same people: senior, technical, and paying attention. Mark says no to what does not hold up. That is what makes a yes from him worth having.

5

times a CEO, CIO
and CISO

600+

keynotes, panels
and workshops

21,000+

curated newsletter
subscribers

150+

executive incident
response tabletops

Nine independent recognitions, including #1 Global Thought Leader for Security, Thinkers360. All listed overleaf.

THE AUDIENCE

CIOs, CISOs, Chief AI Officers, boards and senior technology leadership across public sector, commercial and enterprise organizations. The people who set the strategy and control the budget.

More on how Mark advises at marklynd.com/advisory

WHERE HE REACHES THEM

The Hype Index

Mark's newsletter. A running record of the AI and cybersecurity claims everyone repeats, and whether they hold up. Sponsors get a segment inside it, not a banner beside it.

Social media

LinkedIn and X, both large audiences, where Mark posts on the AI and security questions he is being asked in advisory.

Keynote stages

Enterprise conferences, executive summits and board offsites, including yours. See overleaf.

Published work

Cyber War: One Scenario, A Leader's Playbook for Cyber Insurance, and Cybersecurity Life Skills for Teens. All from Relevant Track.

On camera at marklynd.com/speaker-reel · stages at marklynd.com/speaking · books at marklynd.com/books · social at linkedin.com/in/marklynd · ways to work together, [overleaf](#)

RECOGNITION

All nine are independent editorial or analyst selections. None paid, none self-nominated, none engagement-ranked.

Thinkers360 · #1 Global Thought Leader for Security

Thinkers360 · Top 5 Global AI Thought Leaders

Thinkers360 · Top 5 Global Cybersecurity Thought Leaders

Whizlabs · Top 20 Cybersecurity Experts and Influencers

The Cyber Express · Top 30 Cybersecurity Influencers to Follow

SecureFrame · Top 50 CISOs and Security Leaders to Follow

Analytica · Top Global Cybersecurity Speakers

Awards Magazine · Top 100 Thought Leaders on Technology to Follow

Top 50 B2B Thought Leaders and Influencers to Work With, North America

WAYS TO WORK TOGETHER

The launch package, start here. One claim, tested first, then carried three ways to the same senior audience: a co-created article, amplification across LinkedIn and X, and a Hype Index segment. The four add-ons below attach to it.

Content co-creation IN THE PACKAGE

You bring the topic, Mark writes it. Dual byline, published on marklynd.com and LinkedIn, yours to republish.

Content amplification IN THE PACKAGE

Mark carries your launch to LinkedIn and X in his own voice, to the same senior audience he advises.

Hype Index segment IN THE PACKAGE

A dedicated segment on a claim in your category, with your link. It sits inside the newsletter 21,000+ people subscribe to.

Executive roundtable ADD-ON

A closed-door session with the leaders you want in the room, in the format of the 150+ executive incident response tabletops Mark has run. You get his written read-out.

Event activation ADD-ON

A keynote at your event, with the package article and Hype Index segment timed to it.

Co-authored research ADD-ON

Your data, his analysis and framing. Shared byline, and yours to gate.

Sponsored video and commentary ADD-ON

Produced to your brief for your channels, not Mark's. Video or written, licensed for your use.

THE EDITORIAL LINE

Mark evaluates your claim before anything is written, and tells you what he found. If it is not a yes, you hear it privately and nothing runs. If it is, you review every draft for accuracy before it publishes. That gate is why a launch clearing it does not read as one more vendor claim. Archive at marklynd.com/articles.

GROUND RULES

What Mark will not do, at any price: endorse a product he has not evaluated, pass pre-approved copy off as independent opinion, place anything inside editorial without disclosure, or make an unsourced claim.

TO START

Send the topic, the audience you want to move, your timing, and the claim you want tested, to mark@marklynd.com. You get a straight answer on fit and format, including a no. If it is a fit, a short call to scope deliverables, disclosure and dates, then a one-page scope.

Partnerships mark@marklynd.com or marklynd.com/contact · **assets, no form** marklynd.com/press