

# Women of CyberArk

*Hye Jun*

*VP, Global Field Marketing*



When **Hye Jun**, VP, Global Field Marketing is asked what CyberArk core values resonate with her, she immediately knows her answer.

“I have to say ‘Smart, Bold but Humble,’ replied Hye. “It really stands out as something that’s different about CyberArk’s people – we’re fearlessly bold and smart, while maintaining humility. It’s CyberArk’s unique recipe.”

Hye’s choice was not a surprise to her manager, **Simon Mouyal**, Chief Marketing Officer. “From the very first moment we met, I could tell that Hye embodied our iconic core value of ‘Smart, Bold but Humble.’ Hye is innovative, strategic, committed to her team and to her colleagues, and always goes the extra mile to set and achieve big goals...all the qualities that make her a selfless and fearless leader,” said Simon.

Hye’s made an impact in her first year at CyberArk. As VP, Global Field Marketing, she leads a team across the Americas, EMEA and APJ, partnering with a variety of stakeholders to drive and execute pipeline generation.

“CyberArk has amazing, loyal customers, and our new customers help us continue to grow. It’s super exciting and motivating work,” said Hye. “Each new customer brings us one step closer to our goal of making the world more secure.”

On top of all that, Hye is inspired to support other women at CyberArk in their cybersecurity journeys. She currently serves as a co-sponsor for our CYBRWomen Employee Resource Group (ERG) and loves learning from the “unique personal and professional journeys” of fellow members and guest speakers.

Hye has seen the effect of CyberArk’s “Customer First” value first-hand. In May, she met with customers and partners at IMPACT 24 in Nashville, TN and then represented Global Field Marketing in the Netherlands, one of the first stops of the IMPACT World Tour in June.

“Many IMPACT attendees shared that what makes CyberArk different is our strong principles – in addition to the strength of our product vision and exciting news about what’s ahead with CORA AI as well as our planned Venafi acquisition. When our customers understand all that CyberArk’s people can contribute, they get inspired and want us to be their true partners on their security journey,” said Hye. “That’s very exciting to me!”

During IMPACT 24, Hye led the Women in Cybersecurity breakfast panel, where the panelists' candor was evident as they discussed their individual career paths. A program suggested by our CYBRWomen, the ERG members and Hye collaborated on the format and questions. As Hye pointed out, panels like this "are not just good for women – they're good for CyberArk" since they shine a spotlight on women in cybersecurity, give people an opportunity connect with others in the industry and hopefully inspire others to consider paths to a career in cybersecurity.

### **A continuous desire to grow and learn...**

Hye's career is centered on her desire to continuously learn. It's enabled her to contribute to a variety of companies, including 12 years at Microsoft where she learned about the company's growing security business. The experience influenced her interest in cybersecurity and her current role at CyberArk. "I've now found a place where I can continue to learn and contribute to the company's growth," said Hye. "Cybersecurity's growth keeps things interesting – and cybersecurity is one of the few industries that we can fight against tangible and real bad actors."

Hye also feels fortunate for several personal and professional connections that have influenced her career path.

"I'm grateful to have come from a legacy of strong women," said Hye, who cited her grandmothers and mother as inspirations. For professional influences, Hye pointed to a male manager who championed her for a digital healthcare project role at Blue Cross Blue Shield, which launched her into technology marketing. She also recalls a female leader at Microsoft whose feedback and constructive criticism was essential to her professional growth. "I learned that true feedback is a gift. Her coaching helped me understand my strengths and where I could improve," said Hye.

That desire for continuous improvement drives Hye in her work at CyberArk and it's a core theme in her advice to other women beginning their careers in cybersecurity.

"First of all, take the time to make connections with stakeholders and colleagues -listening to and understanding them goes a long way in driving the best results. I'd also remind women interested in cybersecurity to take the time to learn. While it's easy to get caught up in the day-to-day, it's important to make time to dive into a new topic – the field is always evolving and there's so much to learn. Right now, I'm scheduling time each week to learn more about Artificial Intelligence and how I can potentially use it to advance our marketing capabilities at CyberArk," said Hye.