

## Who we are

Arbor87 is a practitioner-led GTM, marketing, and technical consultancy, driving category leadership from high-growth startups to the Fortune 10. We provide strategic consulting and embedded talent for security, AI, and SaaS technology companies, as well as nonprofits, NGOs, and mission-driven organizations working in democracy, justice, and the environment.

**Security is our deepest domain.** Our practitioners bring experience across endpoint and threat detection, vulnerability management, application security, cloud and data security, DevSecOps, and AI security, with experience at companies including Microsoft, Cisco, and Palo Alto Networks.

Our expertise also extends to the practitioner side of security, including SOC 2 compliance, security operations and SOC workflow, and AI governance for teams handling sensitive customer data.

## How we work

**Project-based or fully embedded.** We provide experts on demand for defined initiatives or senior practitioners embedded to drive critical programs. Engagements can range from a focused messaging, launch, or technical initiative to a sustained embedded program.

**Established Microsoft experience.** Arbor87 maintains a core practice focused on Microsoft, supporting Microsoft Security product and audience marketing across multiple product domains and a sustained cadence of deliverables. We know the procurement path, review cycles, and stakeholder environment required to move work into the field.

**Senior operators, not generalist contractors.** Every resource brings substantive experience in the relevant domains. Our senior practitioners work directly with client teams and remain accountable for a high standard of work.

## Core areas of expertise

### Product Marketing & GTM

Positioning and messaging · category design · content and education · field and partner enablement · GTM planning · competitive intelligence

### Operations & Program Management

Process design · program and project management · stakeholder orchestration · launch execution · cross-functional coordination · operating model design

### Security & Compliance

SOC 2 preparation · control design · evidence gathering · compliance platforms · auditor coordination

### AI Enablement

AI adoption frameworks · usage guidelines and guardrails · responsible AI governance · AI literacy and training · non-technical enablement

### Communications

Nonpartisan initiative launches · thought leadership · partner and coalition communications · briefing materials · event activation · speaker support

### Development & Engineering

Landing pages · microsites · interactive tools · learning modules · integrations · resource hubs · standards-compliant prototypes